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EV EXPO

Driving the future

PakEVO's Second Expo

2ND ELECTRIC VEHICLES CONFERENCE

POST EVENT REPORT

Key Discussions & Stakeholder Reccommendations

April 26, 2025
Lahore, Pakistan

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Email: team@cackarachi.com | **Website:** www.cackarachi.com

A publication of the **Climate Action Center Karachi (CAC)**.

Climate Action Center Karachi is an independent, not-for-profit initiative focused on advocating for climate change, green energy, and climate justice.

All queries regarding the Conference should be directed to:
Climate Action Center Karachi
Email: team@cackarachi.com

Strategic Guidance: Yasir Husain

Authors: Hussain Rizvi, Warda Mumtaz, Kinza Naseem, Maira Mumtaz, Muhammad Faeez, Javeria Faiz
Editors & Design Support: Kinza Naseem, Maira Mumtaz & Muhammad Faeez
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EXECUTIVE SUMMARY

The 2nd Electric Vehicle (EV) Conference, held on April 26, 2025, in Lahore, successfully brought together a cross-section of Pakistan's EV ecosystem, policymakers, industry leaders, financiers, academics, and entrepreneurs to accelerate the country's transition toward electric mobility. Organized by **CAC**, the conference was lauded for its substantive discussions, policy-relevant outcomes, and significant media traction.

The conference's core objectives included promoting EV awareness, fostering dialogue on manufacturing, financing, and infrastructure, and officially launching **PAKEVO**, a new platform aimed at unifying and mobilizing stakeholders to drive EV adoption in Pakistan. Keynote addresses by the Bank of Punjab and IECE highlighted Pakistan's strategic financing options and global EV market insights. Notably, the Bank of Punjab shared its climate finance initiatives and support for local EV ventures, including a $90 million investment in partnership with BYD.

PAKEVO's launch, led by Dr. Aazir Khan, underscored the urgency of a unified, localized, and self-reliant EV policy. It called for integrated infrastructure, regulatory coherence, and public-private collaboration to achieve Pakistan's climate targets.

Panel discussions explored practical challenges and solutions around local manufacturing, infrastructure readiness, and EV affordability. Industry voices, including Daewoo, Dewan Farooq Motors, and Evee Electric, emphasized the need for charging infrastructure within a 3 km radius, local production incentives, and battery development. Stakeholders highlighted the gender-inclusive potential of EVs, citing an encouraging rise in female users.

As represented by LAACA, Academia showcased its contribution through real-time AQI monitoring, public awareness campaigns, and interdisciplinary student engagement.

The conference concluded with actionable policy recommendations and a renewed commitment to sustainable mobility. The event marked a pivotal step toward building a cohesive EV ecosystem aligned with Pakistan's climate ambitions and economic resilience.

CONFERENCE OVERVIEW

The 2nd Electric Vehicle (EV) Conference was successfully held in Lahore, bringing together a diverse and influential group of stakeholders committed to advancing electric mobility in Pakistan. The conference served as a national platform for meaningful dialogue between EV manufacturers, academic institutions, and key policymakers, intending to accelerate the transition towards a green and inclusive transportation future.

The conference opened with keynote addresses from the Bank of Punjab and the Director of IECE, highlighting the importance of financing in the electric vehicle ecosystem and its technological advancements. Throughout the event, panel discussions and technical sessions explored a wide range of themes, including:

- Localization and scaling of EV manufacturing in Pakistan
- Development of an accessible and resilient EV charging infrastructure
- Integration of EVs with renewable energy systems and grid modernization
- Financing models and policy incentives to support consumer and commercial adoption
- The role of research, innovation, and academia in guiding evidence-based policy

Participants emphasized the urgency of creating an enabling policy and regulatory environment that supports local innovation, reduces market entry barriers, and promotes public-private collaboration. Special focus was also given to affordability, standardization, and capacity-building challenges across the EV value chain. The conference concluded with policy recommendations and a renewed commitment from all participants to strengthen Pakistan's EV ecosystem in alignment with global sustainability goals.

- **Date & Venue:** 26th April 2025, Nishat Hotel, Lahore
- **Organizers:** Climate Action Center Karachi
- **Participants:** Policymakers, industry leaders, financial institutions, academic experts, and entrepreneurs.

OBJECTIVES

- Promote electric vehicle (EV) awareness and ecosystem development.
- Launch of PAKEVO and its manifesto.
- Discussions on EV manufacturing, technology, financing, and sustainability.

SESSION SUMMARIES

The conference featured a series of impactful speeches delivered by distinguished speakers representing government, industry, finance, and academia. These addresses provided valuable insights into Pakistan's electric vehicle landscape, highlighting opportunities, challenges, and the urgency of climate action. From keynote reflections on the global EV market to national strategies for green financing and localized policy frameworks, the speeches set the tone for collaborative dialogue.

KEYNOTE ADDRESS- EVENT SPONSOR

Umer Khan, Head of Investment Banking, FI & Corporate Central at the Bank of Punjab, delivered a keynote address emphasizing global and local perspectives on EV market trends, financing models, and opportunities for Pakistan.

Figure 1: Umer Khan, Head of Investment Banking, FI & Corporate Central, Bank of Punjab

GLOBAL EV MARKET TRENDS

- In 2024, global battery EV sales reached 13.3 million units, accounting for 16% of total vehicle sales.
- China leads with over 60% market share, supported by $231 billion in government subsidies over 14 years and a strong battery manufacturing base (70% of global capacity).
- Other key players include Europe (notably Norway and Germany) and the US, where federal incentives drive growth.

KEY MANUFACTURERS AND STRATEGIES

- BYD leads global EV sales with a focus on vertical integration and supply chain control.
- Tesla follows, known for domestic capacity expansion.
- European OEMs are shifting toward hybrid electric platforms.

OPPORTUNITIES FOR PAKISTAN

- Significant potential exists in local assembly, infrastructure development, and the establishment of export hubs, particularly with BYD and MEGA Group's assembly partnership.
- Financing models like zero-interest loans, tax credits, and battery leasing (adopted globally) could help ease adoption barriers in Pakistan.

BANK OF PUNJAB'S INITIATIVES

- Secured $54 million climate-linked concessional loan from AFD to finance climate-related projects, including EV infrastructure.
- Supported MEGA Group's $90 million financing for BYD's flagship EV projects in Pakistan.
- Introduced consumer-focused initiatives, such as an interest-free e-bike program, despite ongoing supply challenges.

POLICY RECOMMENDATIONS

- Advocate for reduced foreign currency requirements for EV projects to improve capital access.
- Leverage global funds and credit enhancements, such as the Green Climate Fund and Chinese financing options.
- Develop cohesive strategies involving subsidies, tax credits, and fiscal incentives to emulate successful global models.

CHALLENGES AND PATH FORWARD

- High upfront battery costs and currency constraints remain major challenges.
- The federal government plans to roll out comprehensive EV schemes, including subsidies, zero-markup financing, and portfolio guarantees to boost adoption.

CONCLUSION

Mr. Khan underscored the importance of collaboration among the government, commercial banks, and private stakeholders in building a robust EV ecosystem in Pakistan.

KEYNOTE ADDRESS- CLIMATE CHANGE

Zulfiqar Younas, Additional Secretary from Pakistan's Ministry of Climate Change & Environmental Coordination, delivered an insightful address emphasizing the nation's climate challenges and efforts to tackle them. He highlighted Pakistan's vulnerability to climate change, as ranked by the German Watch Vulnerability Index, citing the devastating 2022 floods that caused $30 billion in losses and displaced 33 million people. He also discussed global discussions on disaster risk and financial instruments for mitigation.

Figure 2: Zulfiqar Younas, Additional Secretary, Ministry of Climate Change and Environmental Coordination

Younas elaborated on Pakistan's progress in renewable energy, particularly its leadership in rooftop solar, which is driven by net metering incentives. He expressed optimism that a similar tipping point would occur for electric vehicles (EVs) as infrastructure and affordability improve. Collaborations with the Ministry of Industries, academia, and stakeholders are shaping new policies to make EVs more accessible while balancing market dynamics. He underscored the transport sector's critical role in achieving Pakistan's goal of reducing emissions by 50% by 2030, 15% of which will be self-financed.

The Ministry is advancing significant initiatives, including developing a green taxonomy with the State Bank to classify and promote green financing. This step is expected to enable affordable commercial financing for EVs. The Ministry is also building a comprehensive carbon market ecosystem, featuring a carbon registry and digital platform to streamline carbon credit generation. Research indicates that transitioning to EVs could reduce 11.3 million tons of carbon emissions over five years, potentially generating $220 million from carbon credits.

Younas invited private sector collaboration and innovative ideas, encouraging participation in global forums like COP conferences. He noted the success of Pakistan's Green Tech Hub and its partnerships with local and international organizations to improve air quality and foster innovation. He urged stakeholders to contribute ideas for the upcoming COP30 in Brazil, emphasizing that the Ministry supports promising projects through funding and global representation opportunities.

SOCIAL IMPACT OF EVS

Figure 3: Alyza Farid, IECE, UoL

Alyza Farid from the University of Lahore addressed the audience on climate-conscious transport, highlighting the vital role of academia in driving sustainable transitions. She showcased the work of CSSPR (policy and social science) and IECE (engineering and clean tech), emphasizing their collaboration through the Lahore Academic Alliance for Climate Action (LAACA). This initiative has deployed air quality monitoring devices, Weather and Air Quality Integrated Apparatus, at nine academic institutions in Lahore. These devices collect real-time air quality data, enabling AQI heat mapping, smog forecasting, and the development of green policies.

LAACA not only tackles urban environmental challenges but also fosters collaboration between universities and provides students with hands-on experience in environmental data collection and analysis. Alyza praised the initiative's tangible impact and its role in promoting interdisciplinary thinking.

Maria Khan from IECE introduced a series of animated videos aimed at raising public awareness about the environmental costs of fuel consumption and the benefits of EVs. By using humor and simple language, the videos are designed to make technical concepts accessible to a broader audience. One of these animations was presented at the event.

KEY TAKEAWAYS

EVs have a notable climate impact, and academia plays a key role in fostering awareness and innovation.

LAUNCH OF PAKEVO

Figure 4: Dr. Aazir Khan, Director IECE, University of Lahore

PAKEVO is a collaborative platform launched to unify stakeholders in Pakistan's electric vehicle (EV) ecosystem, focusing on accelerating the country's transition to sustainable transportation. It brings together academics, experts, manufacturers, financiers, policymakers, and energy suppliers to create a cohesive and inclusive voice for the EV industry. Recognizing the fragmented nature of the current EV landscape, PAKEVO seeks to harmonize efforts across diverse sectors, encompassing two, three, and four-wheelers, buses, trucks, and industrial transport.

Dr. Aazir Khan, speaking at a PAKEVO event, emphasized the urgency of addressing Pakistan's climate and EV challenges. He opened by highlighting the severe environmental and economic pressures Pakistan faces, including alarmingly high AQI levels, $9 billion in annual fuel imports, and rising health costs linked to environmental degradation. Given the unlikelihood of substantial external funding like China's $200 billion climate investment, he stressed the need for a self-reliant approach to climate action.

He outlined PAKEVO's mission as a unifying platform for stakeholders across the EV ecosystem, including policymakers, manufacturers, financiers, and academics. He noted the fragmented nature of Pakistan's EV industry, which includes vehicle importers, retrofitting advocates, and indigenous manufacturers. PAKEVO aims to integrate diverse voices and approaches, promoting collaboration without excluding differing strategies.

Key components of the EV transition include policy standardization, infrastructure development, and fostering an innovation ecosystem. Dr. Khan emphasized the importance of establishing localized vehicle standards and testing facilities, supporting diverse vehicle types, and investing in dynamic data collection. He called for macroeconomic alignment, noting the need to monitor the IMF and World Bank's climate-related commitments to ensure they align with Pakistan's national goals.

Immediate priorities include finalizing the new EV policy, tracking the use of a $300 million World Bank loan for green energy projects, and shaping Pakistan's contributions to its Nationally Determined Contributions (NDCs) under global climate agreements. Dr. Khan highlighted the potential of public-private partnerships to leverage existing infrastructure and reduce long-term import costs.

He stressed the need for broad collaboration, noting that achieving 30% EV sales by 2030 would require at least 300,000 electric vehicles annually, demanding unified efforts from multiple manufacturers and stakeholders. He praised recent progress, including the planned deployment of 600 electric buses under the Punjab Clean Air initiative, but cautioned that policy and implementation gaps remain significant.

CONCLUSION

Dr. Khan called for a more unified, inclusive, and proactive approach to EV advocacy and climate action. He urged robust oversight and engagement from all stakeholders and encouraged broader participation in PAKEVO's initiatives. With collaboration and persistence, he expressed optimism about achieving Pakistan's ambitious climate and EV goals.

PANEL DISCUSSIONS

The panel sessions brought together experts from industry, government, and finance to discuss key issues in EV manufacturing, infrastructure, and green financing. Speakers shared practical insights and emphasized collaboration, localization, and policy implementation as critical steps toward building a strong EV ecosystem in Pakistan.

PANEL-1: MANUFACTURING & TECHNOLOGY

The first panel of the conference focused on the manufacturing capabilities, technological innovation, and localization challenges shaping Pakistan's electric vehicle (EV) market. Panelists representing leading EV manufacturers and ecosystem stakeholders discussed how Pakistan can strengthen domestic EV production while addressing infrastructure and consumer perception gaps.

Moderator: Bilal Hussain – Head of Digital, *Business Recorder*

PANELISTS

- Saleha Hassan – Country Head & Head of Sales, Dewan Farooq Motors Ltd.
- Shehriar Hassan – General Manager, Daewoo Pakistan Express Bus Service Ltd.
- Nauman Ahmed Alvi – General Manager, Evee Electric
- Dr. Aazir – Director IECE, University of Lahore
- Muhammad Salman – Managing Director, Yadea Pakistan

EV MANUFACTURING & CONSUMER PERCEPTION

Saleha Hassan (Dewan Farooq Motors)

- Highlighted the misconception of EVs, particularly four-wheelers, as luxury vehicles, noting instead their utility and fuel cost savings. Hatchback EVs now account for over 50% of the segment and offer cost-effective commuting at Rs. 4/km compared to Rs. 15/km for fuel cars.
- Emphasized the need for a mindset shift: EVs should be viewed not as lifetime assets but as lifestyle upgrades similar to smartphones.
- Pointed out how monthly fuel savings of up to Rs. 45,000 could drive EV adoption.

- Observed an increasing female EV user due to improved accessibility and awareness.
- Dewan Farooq Motors is building an integrated EV ecosystem encompassing CKD manufacturing, battery development, and charging infrastructure.
- Shared that over 500 EVs have been sold with positive feedback, and a marketing campaign with InDrive Pakistan is underway.
- Criticized the lack of government and banking support, noting the company is proceeding with private backing.

Figure 5: Saleha Hassan, Country Head & Head of Sales & Marketing, DFML & EGML

EV TRANSITION IN PUBLIC TRANSPORT

Shehriar Hassan (Daewoo Pakistan Express Bus Service Ltd.)

- Daewoo is launching electric intercity bus operations starting April 2025 on the Lahore–Sialkot route.
- Stressed that although EV manufacturing is progressing, the charging infrastructure remains inadequate. A planned station at Thokar Niaz Baig had to be relocated due to power limitations.
- Installation of 10 charging stations is proving difficult due to grid capacity constraints.
- Urged that DISCOs be strengthened to handle the rising charging demand.
- Daewoo, in partnership with Bank of Punjab, is exploring EV bus financing solutions and plans to expand to other short-haul routes.
- Shared data on diesel fleet emissions: 400 intercity buses emit around 780 kg CO_2 per 600 km daily, underscoring the need for electrification.

Figure 6: Shehriar Hassan, General Manager, Daewoo Pakistan Express Bus Services Ltd.

LOCALIZATION & TWO-WHEELER MARKET

Nauman Ahmed Alvi (Evee Electric)

Figure 7: Nauman Ahmed, General Manager, Evee

- Despite visible interest in electric two-wheelers, actual adoption remains below 1%. Localization is a critical barrier.
- Highlighted Honda 70cc and 125 models as benchmarks due to their localized production.
- Evee is working on localizing key metal parts, wire harnesses, and chargers, with plans to expand into plastic parts once price preferences stabilize.
- Predicted investor interest in battery manufacturing to rise by 2026–27.
- Shared data from EV policy research showing that women constitute nearly 20% of EV users, compared to less than 1% in traditional vehicles, due to design features that better meet their mobility needs.
- Urban centers see stronger EV uptake due to infrastructure readiness, while rural and small-town areas face challenges like load shedding and poor road infrastructure.

POLICY, INFRASTRUCTURE & CHARGING NETWORK DESIGN

Dr. Aazir (University of Lahore)

Figure 8: Dr. Aazir Khan, Director IECE, University of Lahore

- Advocated for data-driven planning of charging station locations, including traffic flow analysis and modal shift points.
- Recommended prioritizing public transport electrification before other segments.
- Addressed the “chicken-and-egg” dilemma of infrastructure versus vehicle rollout.

- Supported standardized batteries or universal charging as a means to accelerate adoption.
- Highlighted upcoming challenges with battery replacement cycles and the need for industry self-regulation.
- Cited that 56 manufacturers have applied under NEVP 2020–25, signaling strong private sector interest.

CUSTOMER BEHAVIOR & REGIONAL INSIGHTS

Muhammad Salman (Yadea Pakistan)

Figure 9: Muhammad Salman, Managing Director, Yadea Pakistan

- Reported high customer satisfaction in Punjab, especially in Lahore, where daily commutes fit within the 60–80 km e-bike range.
- Warned against overpromising battery range, users are disappointed when expectations exceed real-world performance.
- Karachi's EV adoption is limited due to infrastructure, longer commute distances, and lower purchasing power
- Rural and interior regions face barriers, including power outages and weak battery performance under inconsistent electricity supply.
- Graphene lead batteries, used by several companies including Yadea and Evee, offer easy home charging and are gaining traction where infrastructure allows.

PANEL-2: EV ECOSYSTEM & GREEN FINANCING

The second panel discussion of the conference explored the financial backbone required to support and scale the Electric Vehicle (EV) ecosystem in Pakistan. This session brought together key stakeholders from government, banking, and investment sectors to discuss green financing mechanisms, policy frameworks, and strategies for fostering a robust investment climate for EV adoption.

- **Moderator**: Dr. Aazir Khan - Expert in Green mobility and policy

PANELISTS

- Omar Masud - CEO, Punjab Urban Unit & Secretary Industries
- Umer Khan - Head of Investment Banking, FI & Corporate Central, Bank of Punjab (BOP)
- Majid Munir - Venture Capitalist
- Abdul Rahim Butt - International Financial Expert
- Shehreen - Pakistan Environment Trust (PET)

INSIGHTS FROM THE GOVERNMENT PERSPECTIVE

Omar Masud (Punjab Urban Unit & Secretary Industries)

- Government does not naturally operate with an "ecosystem approach"; focus has traditionally been on individual projects.
- Past EV policies (2019) were reactionary and lacked implementation plans; the 2025 draft shows significant progress with stakeholder involvement.
- Implementation is the critical gap; action plans and specific project identification are still weak.

Figure 10: Omar Masud, CEO, Urban Unit Punjab & Secretary Industries

- Coordination is a major challenge; federal, provincial, and local governments all need to work together (e.g., charging infrastructure requires land from local authorities).
- The private sector must push the government to identify and fund viable EV projects via development programs.

- The government will be more serious if public funds are invested, this increases accountability.
- Emphasized the need for project-based planning and strong coordination mechanisms.

BANKING & FINANCING PERSPECTIVE

Umer Khan (Bank of Punjab)

Figure 11: Umer Khan, Head of Investment Banking, FI & Corporate Central

- Bank of Punjab is the first to secure EV-related climate financing from AFD (French agency); the process took over two years.
- Key issue is not domestic risk appetite, but *foreign currency funding*, as EV tech is heavily import-dependent.
- Estimated need: USD 1–2 billion over the next 3–5 years for EV ecosystem development.
- Banks respond to opportunities, not create them, industry must present high-quality, well-packaged proposals.
- Emphasized the importance of strong sponsors, proper due diligence, and targeted tax incentives.
- Banks need real financial incentives (e.g., lower tax rates on EV portfolios) to prioritize green lending.

- Interest rates, PKR volatility, weak project pitching skills, and geopolitical constraints on funding (especially from Western DFIs for Chinese tech).

INVESTOR PERSPECTIVE

Majid Munir (Venture Capitalist)

- The government should focus on the outcome: *clean mobility*, not on choosing technologies.
- Advocated for cost-effective solutions like grid-powered buses over capital-heavy electric buses.

- Venture capital looks for:

  - Correct identification of the problem.
  - Scalable solutions.
  - Founders with adaptability and strong customer insight.
- Warned against startups that develop products before understanding their market.
- Emphasized policy *continuity* as the #1 factor for attracting long-term investment.
- Frequent policy changes deter both local and foreign investors.

Figure 12: Majid Munir, Venture Capitalist

CLIMATE FINANCE CONSIDERATIONS

Shehreen Umair (Pakistan Environment Trust)

- EVs alone are not bankable projects, they need to be framed within a broader blended finance model.
- Carbon markets offer an opportunity, but currently lack EV-specific methodologies.
- Proposed framework: *Carbon-neutral mobility hubs*, solar-powered charging, shared EVs, robust emissions data tracking.
- PET is developing playbooks for nature-based solutions; similar frameworks are needed for EVs.
- Emphasized the importance of good data, insights, and project structuring to access international climate finance.
- Development finance is drying up, carbon markets, despite complexity, may become a necessary option.

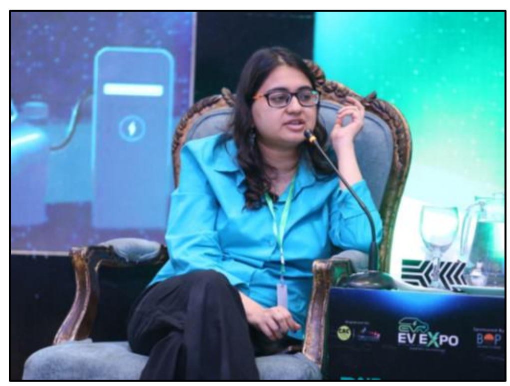

Figure 13: Shehreen Umair, Climate Action Practitioner, Pakistan Environment Trust

- Urged capacity building and strategic alignment with global climate finance standards.

INTERNATIONAL FINANCIAL PERSPECTIVE

Abdul Rahim Butt (Citibank, UBL, SCB, Faysal Bank)

- Expressed concern over geopolitical limitations, funds from Western institutions may restrict the use of Chinese tech.
- Noted increasing pushback from developing countries against restrictive donor requirements.
- Emphasized that climate finance must remain inclusive to ensure real progress on environmental goals.

Figure 14: Abdul Rahim Butt, International Finance Expert, Citibank, UBL, SCB & Faysal Bank

COLLABORATIVE PATH FORWARD

The panel concluded that successful EV ecosystem development requires:

- Transition from policy formulation to implementation planning.
- Greater coordination across government levels and between the public and private sectors.
- Specific project identification rather than abstract ecosystem concepts.
- Development of blended finance models incorporating private capital and international climate finance.
- Data-driven approaches to project design and implementation.
- Recognition that the government's role should be facilitative rather than directive.

CLOSING REMARKS - EV MOVEMENT & CAC'S IMPACT

Yasir Husain, representing the Climate Action Centre (CAC), addressed a gathering to discuss the future of Pakistan's environmental sustainability, with a focus on electric vehicles (EVs). He emphasized CAC's role as a civil society organization that bridges gaps between communities, the government, and corporations to drive meaningful policy recommendations. CAC's journey began with a focus on air quality, identifying vehicle emissions as the primary contributor to pollution, particularly in Lahore, where 83% of pollution stems from vehicular emissions. This research, supported by urban units, catalyzed a paradigm shift in understanding and prioritizing electric vehicles (EVs) as a comprehensive solution.

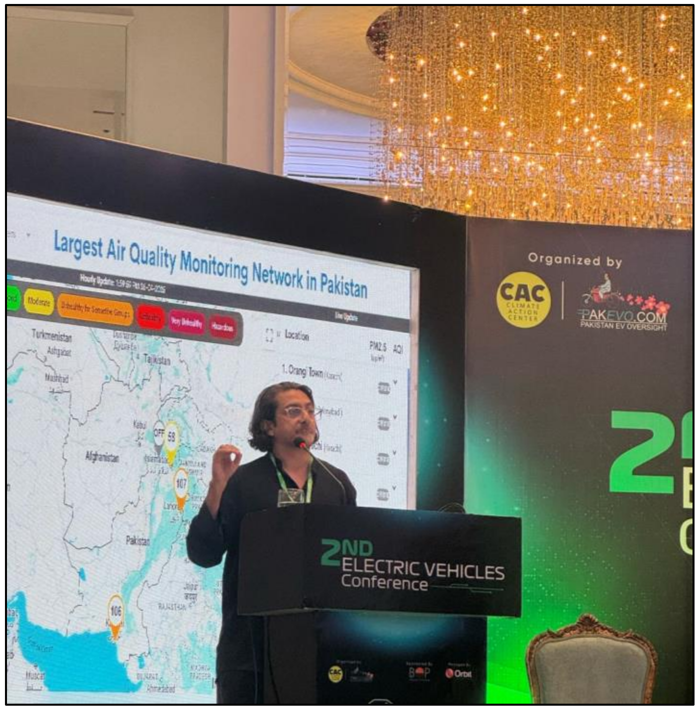

Figure 15: Yasir Husain, Director, Climate Action Center

Husain highlighted the transformative potential of Pakistan's new EV policy, which aims to completely replace combustion engine vehicles, marking a significant step in the country's energy transition. He acknowledged the growing consensus among industry leaders, policymakers, and government officials and applauded their swift collaboration in shaping this policy.

The Climate Action Centre also champions local governance, emphasizing the role of civil society in policy implementation. Husain stressed the need for dialogue to ensure effective execution of urban and regional master plans, citing examples from Sindh and Karachi. He underlined the importance of clean air for public health and cost reduction, referencing alarming air quality statistics from major cities.

He extended gratitude to key contributors, including Zafar Masood of the Bank of Punjab, whose vision brought EV conferences to Lahore and Multan. PAKEVO, another vital partner, was launched to unite stakeholders and foster environmentally and community-friendly initiatives. Husain recognized the Ministry of Climate Change, the Urban Unit, and other collaborators for their efforts in integrating EVs into broader urban infrastructure plans.

Concluding his address, Husain commended CAC's team and organizing partners for their dedication and reiterated the importance of collective action for a cleaner, sustainable Pakistan. The event reflected a shared commitment to improving urban life quality, advocating for clean air, water, and a sustainable future.

KEY OUTCOMES & ACTION POINTS

The conference concluded with clear outcomes, including the launch of PAKEVO, strong calls for policy implementation, and renewed commitment to public-private collaboration. Key focus areas included financing, infrastructure, localization.

LAUNCH OF PAKEVO

- Formal launch of **PAKEVO** (Pakistan Electric Vehicle Organization) as a unifying platform for stakeholders across the EV Ecosystem.
- Set a clear **mandate** to advocate for localized EV standards, policy coherence, and integrated infrastructure development.
- Committed to tracking progress on national commitments such as **Pakistan's NDCs**, green energy funding, and EV adoption targets (30% by 2030).

POLICY AND REGULATORY ADVANCEMENTS

- Strong **recommendations to finalize and implement the 2025 EV Policy**, with emphasis on:
    - Emphasis on strong **public-private collaboration** to drive effective EV policy implementation.
    - Call for **data-driven planning** to optimize EV charging station locations.
    - Urged **standardization of batteries and charging ports** to streamline adoption.
- Urged federal and provincial governments to **transition from project-level planning to ecosystem-wide implementation strategies**.

FINANCING AND INVESTMENT MOBILIZATION

- Bank of Punjab announced multiple financing initiatives, including:
    - $90 million collaboration with BYD for EV assembly.
    - Climate-linked $54 million concessional loan from AFD.
    - Consumer-friendly schemes such as **interest-free e-bike loans**.

- Calls for **innovative financing models** like zero-markup loans, battery leasing, and blended climate finance (e.g., Green Climate Fund, carbon credits).

EV MANUFACTURING & LOCALIZATION

- Manufacturers (DFML, Daewoo, Evee, Yadea) stressed:
    - Increasing domestic production through **CKD units**.
    - Localizing critical EV parts like **batteries and chargers**.
    - Demand for **government and banking sector incentives** to support scaling efforts.

PUBLIC TRANSPORT ELECTRIFICATION

- Daewoo launched **intercity electric bus services**.
- Highlighted infrastructure constraints due to **grid limitations and DISCO capacity**.
- Emphasized the need for **electrification of mass transit systems** to meet emission targets.

CLIMATE AND SOCIAL IMPACT INTEGRATION

- The Ministry of Climate Change promoted:
    - **Carbon market frameworks** and EV-related credit generation.
    - Creation of a national **green taxonomy** for aligned climate financing.
- Academia (LACA) highlighted student-led AQI monitoring, interdisciplinary awareness campaigns, and development of **climate-focused educational media**.

GENDER AND INCLUSION FOCUS

- Notable increase in **female EV adoption**, especially in the two-wheeler segment.
- Call for inclusive policies and infrastructure that **meet women's mobility needs**.

EV INFRASTRUCTURE DEVELOPMENT

- **Strategic location of charging stations** (every 3 km in urban zones).
- Use of **renewable energy-powered stations** to meet global financing standards.
- Development of **carbon-neutral mobility hubs**.

ACTION-ORIENTED RECOMMENDATIONS

- Shift focus from discussions to **implementation planning**.
- Increase **inter-agency coordination** across government tiers.
- Strengthen **data systems** to support policy-making and investor confidence.
- Build institutional capacity to design **bankable, climate-compliant EV projects**.

ATTENDANCE & PARTICIPATION

The conference brought together a diverse group of around 150 participants, representing the full spectrum of Pakistan's electric mobility ecosystem. Attendees included industry leaders, CEOs, bankers, financiers, and key government officials such as secretaries from the Ministry of Climate Change and the Department of Industries. Students, academics, professors, civil society members, and working professionals also actively participated. This inclusive gathering fostered dynamic dialogue and cross-sector collaboration to accelerate EV adoption in Pakistan.

MEDIA COVERAGE

NUKTA

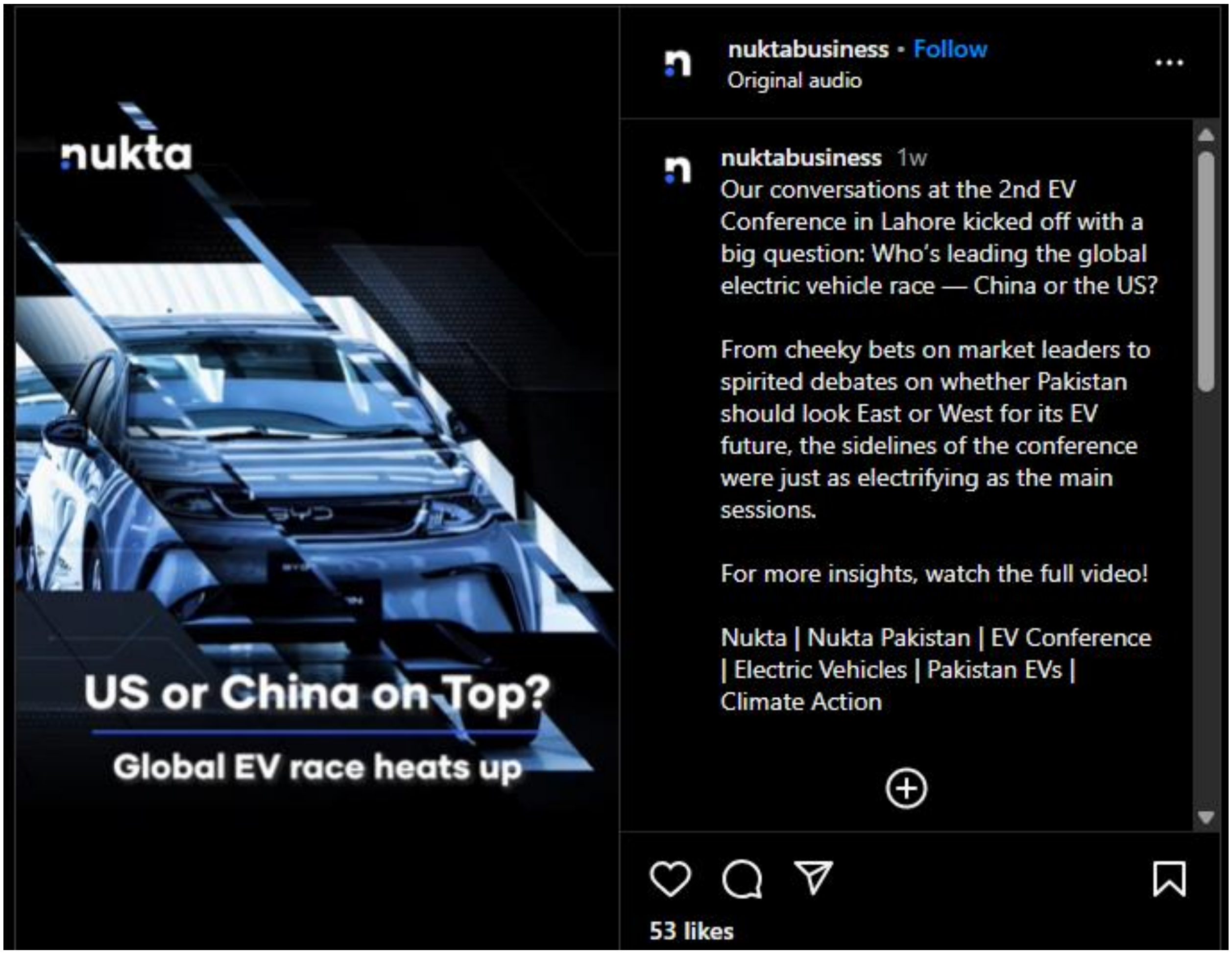

Figure 16: Nukta, Digital Media Platform

Instagram: https://www.instagram.com/reel/DJT9HktNqbT/

Facebook: https://www.facebook.com/share/v/1Fi9BCHWR1/

YouTube: https://www.youtube.com/watch?v=FaqHOhbo98A

THE NEWS INTERNATIONAL

Saturday May 17, 2025

Today's Paper

INTERNATIONAL THE NEWS

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Business

EV sector urged to shift from ambition to action

By Our Correspondent | April 29, 2025

An electric vehicle charging station is seen at the Volkswagen display during the media day at the Canadian International AutoShow in Toronto, Ontario, Canada, February 14, 2019. — Reuters

LAHORE: The second Electric Vehicles (EV) Conference, held in Lahore on Saturday, brought together industry leaders, policymakers, financiers and climate advocates to accelerate discussions around Pakistan's EV landscape, highlighting both the sector's promise and its challenges.

Princess Eugenie makes first statement after King Charles...

India blocks access to Sherry Rehman's X account

Backstreet Boys AJ McLean to honour Liam Payne at...

Dakota Johnson wants to 'block out' memory of first meeting with...

Figure 17: The News International

Article: https://www.thenews.com.pk/print/1306178-ev-sector-urged-to-shift-from-ambition-to-action

ENERGY UPDATE MAGAZINE

2nd EV Conference in Lahore Urges Unified Push for Pakistan's Electric Mobility Revolution

April 28, 2025   Admin

LAHORE: The 2nd Electric Vehicles (EV) Conference, held in Lahore on Saturday, brought together industry leaders, policymakers, financiers, and climate advocates to accelerate Pakistan's EV transition, spotlighting both opportunities and persistent challenges.

Organized by the Climate Action Centre (CAC) and Pak EVO, with support from the Bank of Punjab (BOP), the event underscored the urgent need for collaboration between public and private sectors to drive EV adoption and localization.

Figure 18: Energy Update Magazine

Article: https://www.energyupdate.com.pk/2025/04/28/2nd-ev-conference-in-lahore-urges-unified-push-for-pakistans-electric-mobility-revolution/

BUSINESS RECORDER

BUSINESS & FINANCE PRINT 2025-04-28

'Govt subsidies, tax credits crucial for a big push in EV adoption'

Press Release Published April 28, 2025

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LAHORE: The 2nd Electric Vehicles (EV) conference held in Lahore on Saturday brought together industry leaders, policymakers, financiers, and climate advocates to accelerate discussions around Pakistan's EV landscape, highlighting the sector's promise and challenges.

Figure 19: Business Recorder

Article: https://www.brecorder.com/news/40359786/2nd-ev-conference-brings-together-industry-leaders-policymakers-financiers-others

PROPAKISTANI

Hopes and Hurdles: Momentum Builds for Electric Vehicles in Pakistan

By Business Desk | Published Apr 27, 2025 | 3:57 pm

The 2nd Electric Vehicles (EV) Conference held in Lahore on Saturday brought together industry leaders, policymakers, financiers, and climate advocates to accelerate discussions around Pakistan's EV landscape, highlighting the sector's promise and challenges.

Figure 20: ProPakistani

Article: https://propakistani.pk/2025/04/27/hopes-and-hurdles-momentum-builds-for-electric-vehicles-in-pakistan/

MOBILE WORLD MAGZINE

Figure 21: Mobile World Magazine

Article: https://www.mobileworld.com.pk/2025/04/2nd-electric-vehicles-conference.html

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Business

EV momentum grows amid challenges

Industry leaders call for policy support, localisation; bus service to convert entire fleet to electric in 2 years

SHAHRAM HAQ | April 29, 2025 |

EV momentum grows amid challenges

LAHORE:

Pakistan's electric vehicle (EV) landscape is showing promising signs of growth, with increasing efforts to localize production and promote widespread adoption. However, the sector faces significant challenges, including capacity and load management issues within distribution companies (DISCOs), which currently make long-route EV bus operations unfeasible. The country's underdeveloped charging infrastructure and high financing barriers further limit EV usage to short-distance, urban commutes. Additionally, high battery costs and economic instability complicate the adoption process.

Figure 22: Express Tribune

Article: https://tribune.com.pk/story/2542897/ev-momentum-grows-amid-challenges

ANNEXURES

Annexures include event photos, list of speakers and panelists, and the original program agenda, providing a comprehensive reference to the conference proceedings.

EVENT PHOTOS

Figure 23: Yasir Husain (CAC) giving a token of appreciation to Umer Khan (BoP) along with Hussain Rizvi & Kinza Naseem (CAC)

Figure 24: Yasir Husain, Director, CAC

Figure 25: Dr. Aazir Khan, Director IECE, UoL

Figure 28: Yasir Husain (CAC) along with Panel-02 Speakers, Shehreen Umair, Umer Khan, Omar Masud, Majid Munir, Abdul Rahim Butt & Dr. Aazir Khan (Right to Left)

Figure 26: Zulfiqar Yonus, Additional secretary, Ministry of Climate Change and Environmental Coordination

Figure 27: Alyza Farid, IECE, UoL

Figure 29: Team CAC, along with Sajjad Rizvi, Orbit Solutions

Figure 31: NOWPDP team at the Conference

Figure 30: Hussain Rizvi & Kinza Naseem, Team Green Energy

Figure 32: Panel-01 speakers, Saleha Hasan (DFML), Salman Tanvir (Yadea Pakistan), Dr. Aazir Khan (IECE, UoL), Nauman Alvi (Evee) & Shehriar Hasan (Daewoo Pakistan) (Right to left)

Figure 34: Participants

Figure 33: Badar Alam (PRIED) with Dr. Aazir Khan (IECE, UoL)

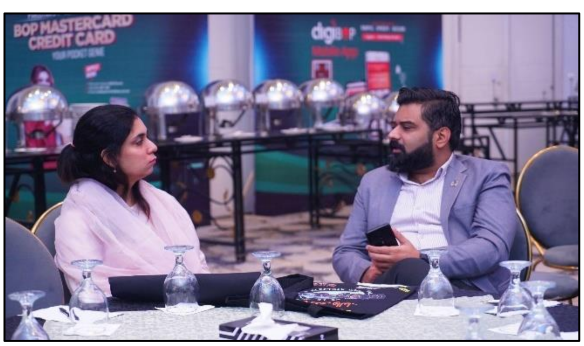

Figure 35: Participants

Figure 36: Participants

Figure 37: Participants

Figure 38: Bilal Husain (Moderator for Panel-01), Head of digital – Business Recorder along with Umer Khan (BoP) & Yasir Husain (CAC)

SPEAKERS

DR AAZIR KHAN- DIRECTOR, IECE – UNIVERSITY OF LAHORE

Dr. Aazir Khan is the Director of Aliera Ltd UK, developing climate action and EV policies, technologies, and advocacy in Pakistan since 2020. He is also Director at the Integrated Engineering Centre of Excellence and Assistant Professor at the University of Lahore.

Featured in Forbes as a key driver of Pakistan's electrification, he has appeared in over 50 op-eds, national and international press features, and keynote panels.

Dr. Khan has 15 years of experience in commercial EV and AI systems integration in England and the US, and 15 years of postdoctoral work in Ireland and Italy, focusing on alternative fuels, wind power, and green technologies, attracting over USD 20 million in funding.

He holds two master's degrees from the University of Hertfordshire (UK) and Cornell University (USA), and a PhD from the University of Genova (Italy). He has led think tanks with European and Asian climate foundations, WWF, Muslim Aid, the IMF, and Pakistani policymakers.

Founder of PAKEVO.COM, he organized Pakistan's first Al and EV expos (2023-24) and is a member of Prime Minister of Pakistan Emerging Technologies Work Group, the Governor of Punjab's Climate Action Committee, Pakistan Renewable Energy Coalition (PREC), National Energy Academic Network (NEAN), Pakistan Air Quality Experts Group (PAQX), and co-leads the Lahore Academic Alliance for Climate Action (LAACA).

UMER KHAN- HEAD OF INVESTMENT BANKING, FI & CORPORATE CENTRAL – BANK OF PUNJAB

Umer joined BoP in 2021 from UBL to reinforce and lead the Investment Banking team at the bank. Umer holds an MBA (Finance) degree from the IBA and has over 20 years of experience in Project Finance, Equity & Advisory, and Debt Capital Markets. Within a short span, Umer revived and led BoP's Investment Banking team to multiple international and domestic awards, including the Asian Banking & Finance awards in

'24 and the coveted 'Corporate Finance House of the Year' award in '24 and '22 at the CFA Excellence Awards. Working alongside domestic and international co-financiers and sponsors, Umer has successfully led project financings of over US$ 10bn to date in capital costs. In addition to UBL, Umer has also worked at Standard Chartered, where he was responsible for the origination and structuring of Project Finance transactions for the Middle East and Pakistan regions.

His areas of focus include projects in the energy, power, roads, and telecom sectors, amongst others. He has been a part of several forums involved in policy advocacy and advisory on structural reforms for the development of infrastructure and climate finance in Pakistan, including P3A, SDP| and the SBP, amongst others. Umer is a frequent speaker for Investment Banking courses at his alma mater, the BA, as well as at LUMS and LSE.

ZULFIQAR YOUNAS, ADDITIONAL SECRETARY – MINISTRY OF CLIMATE CHANGE & ENVIRONMENTAL COORDINATION

Mr. Zulfigar Younas is currently serving as the Additional Secretary, Climate Finance at the Ministry of Climate Change, Government of Pakistan. With over 30 years of experience in government, diplomacy, and public policy, he has expertise in sectors such as climate finance, public finance, trade & investment, and development. He has been instrumental in leading major initiatives like the National Climate Finance Strategy and National Carbon Market Policy, Global Shield against climate risks, National Green Taxonomy, and Climate Budget Tagging. He also contributed to the preparation of Pakistan's Federal Budgets & Economic Survey for FY 2021-22, 2022-23, and 2023-24. Mr. Younas is a recipient of the prestigious Tamgha e Imtiaz (2023) for public service and Prime Minister's Special Award (2024) for his distinguished services for the Government of Pakistan.

He is an elected member from the Asia Pacific Region for the UNFCCC Supervisory Board for Article 6.4 Mechanism. He is the National Focal Point for International Climate Funds, GEF & GCF. He heads many projects and steering Committees. He has also represented Pakistan at international climate forums, including COP19 (2013), Warsaw, COP28 (2023), Dubai & COP29, Baku. His career profile includes diplomatic roles, such as Trade & Investment Counselor in the Pakistan Embassy in Warsaw, Poland, and Dhaka, Bangladesh, Additional Finance Secretary, Ministry of Finance, and Director of the Civil Services Academy, Lahore.

YASIR HUSAIN- DIRECTOR – CLIMATE ACTION CENTER

Yasir Husain (aka Yasir Darya) is the director of Climate Action Centre (CAC Karachi). Yasir is active in nature advocacy, working with networks of people bringing a social and ecological agenda to the table. "Preserve nature" is the profoundest demand the Pakistani people are making, says Yasir. "Ecology, environment & our social-community lives are completely tied up with our existence. We are facing annihilation, he says, in the face of the climate and governance catastrophes." Yasir's network is the Green Pakistan Coalition, a law and environment network that is national. It works with government and private entities to facilitate action on social and ecological breaches. CAC or Climate Action Centre facilitates young people in coming together for Climate Action. They work on the green economy, making the energy transition easier _ working on air quality, retrofitting urban services, DigiTech, solarization, recycling, and so on. Yasir has lived in the US, Thailand, and Pakistan, having travelled widely. He's worked internationally with the UN, AKU, and many grassroots organizations in Pakistan. As a tech artist, he has shown works in numerous countries on Karachi's ecology.

PANEL- 01

SHEHRIAR HASAN, GENERAL MANAGER – DAEWOO PAKISTAN EXPRESS BUS SERVICE LTD

Sheriar Hassan is a versatile senior management professional with over 33 years of rich leadership experience in sales, marketing, business development, and project management in diverse business sectors like textiles, telecommunications, IT, and transport, holding key management positions in several organizations. While he has extensive experience in the private sector (manufacturing, trade & commerce, and service provision), he has also worked in the Government sector.

Currently, Sheriar Hassan, is General Manager at Daewoo Pakistan Express Bus Service Limited and is specifically leading Daewoo's Electric Buses initiatives. In his current role, he is responsible for all Business Development Projects of the company. Sheriar Hassan has an MBA degree from IBA, University of the Punjab, Lahore (1991), with Marketing as his area of specialization.

NAUMAN ALVI, GENERAL MANAGER, EVEE

Core member to design and make the first Electric Bike in Pakistan. More than 5 years of extensive experience in the EV field working on Various Projects. Working as GM in Evee Electric - No. 1 Scooter Selling Brand of Pakistan.

MUHAMMAD SALMAN, MANAGING DIRECTOR – YADEA PAKISTAN

Muhammad Salman represents RP Group of Companies, a name trusted since 1976 in the automotive industry, and Yadea, the Global No. 1 electric two-wheeler brand for 8 consecutive years.

SALEHA HASAN, COUNTRY HEAD & HEAD OF SALES – DFML

She is a distinguished professional in the automotive industry, currently serving as the Convener of the CPCCI Automotive Central Committee. As the Country Head and Head of Sales for DFML and ECO Green (Yousuf Dewan Companies), she leads with innovation and strategic vision.

She is also the CEO of three renowned automotive dealerships and heads South Punjab for the Pakistan Business Forum. With expertise in electric vehicle systems and a PhD in automotive process engineering, she plays a key role in shaping the future of mobility. Additionally, she actively liaises between companies, government bodies, and financial institutions for effective collaboration.

PANEL- 02

MAJID MUNIR – VENTURE CAPITALIST

Majid Munir is a seasoned advisor with a deep and diverse background in investment banking, strategy consulting, and corporate finance, with a particular focus on advising startups and high-growth businesses. With over two decades of experience spanning mergers & acquisitions, growth capital raising, and strategic planning, Majid has helped emerging companies across multiple sectors-including FinTech, HealthTech, Ecommerce, AI-powered supply chain solutions, travel technology, and EdTech, navigate complex challenges and scale sustainably. His hands-on approach ensures that early-stage companies benefit from top-tier advisory expertise, with direct involvement in business planning, financial modeling, investor engagement, and transaction execution. What sets Majid apart is his ability to integrate financial discipline with long-term strategic thinking-offering startups a rare combination of capital markets insight and practical, operational advisory. His experience advising both investors and founders gives him a nuanced understanding of stakeholder priorities, enabling him to structure win-win solutions that unlock value. From shaping go-to-market strategies to optimizing ownership structures and preparing for future exit events.

ABDUL RAHIM BUTT, INTERNATIONAL FINANCE EXPERT – CITIBANK, UBL, SCB, FAYSAL BANK

Abdul Rahim Butt is an international finance expert with 28 years of experience in strategy & operations, project finance, investment banking, and corporate banking. His career spans multiple jurisdictions, including South Asia, Asia-Pacific, the Middle East, and Africa. He has lived and worked in Pakistan, Hong Kong, the UAE, and Qatar. His cumulative deal volume exceeds US$20 billion, covering Conventional and Islamic financing structures. He has evaluated corporate groups' investments in 25 countries, and provided advisory services & investment financing in 14 countries globally. He has been a coach for Entrepreneurs under the Stanford Seed Program by the Stanford Graduate School of Business. He has also been a mentor and judge for Startup ventures, under the National Incubation Centre, Pakistan.

OMAR MASUD, CEO – URBAN UNIT PUNJAB

Mohammad Omar Masud is serving as the CEO Urban Unit. At the Urban Unit, he is managing a team of over 150 professionals working on different aspects of urbanization and advising different levels of governments in Pakistan. Currently, he is focusing on how urban data can be made an effective urban policy and action instrument at the city, local, and regional levels.

He is a PhD in Urban and Regional Planning from Massachusetts Institute of Technology, USA. He also has a Master's in Public Policy from Princeton University, USA, Woodrow Wilson School of Public and International Affairs.

SHEHREEN UMAIR, CLIMATE ACTION PRACTITIONER – PAKISTAN ENVIRONMENTAL TRUST

Shehreen Umair is a climate action practitioner working at Pakistan Environment Trust, where she is contributing to scaling up RECs and carbon markets

PROGRAM AGENDA

Time	Agenda	Duration
09:30 am	Guest Registrations	30 mins
10:00 am	Opening Hussain Rizvi & Kinza Naseem (Team Green Energy- CAC)	05 mins
10:05 am	Keynote Speech - Umer Khan - Head Investment Banking, FI & Corporate Central, (BOP)	15 mins
10:20 am	PAKEVO official Launch - Dr Aazir Khan - its Manifesto and Mandate.	10 mins
10:30 am	Alyza Farid - Social Impact of EVs on Climate and the role of academicians in this role - LAACA - Video Series	10 mins
10:40 am	Panel 1- Manufacturing and Technology Moderator: Bilal Hussain (Head of Digital Business Recorder) Panelists: (Manufacturers, Integrators, Importers, and Tech Developers) 1. Shehriar Hasan, GM - Daewoo 2. Noman Alvi, GM - Evee 3. Dr Aazir Khan, Director IECE - UoL 4. Muhammad Salman, MD - Yadea 5. Saleha Hasssan - Dewan Farooq Motors	50 mins
11:30 am	Questions and Answers	20 mins
11:50 am	Guest of Honor - Financial Ecosystem for EV Industry in Pakistan Speaker: Zulfiqar Younis, Additional Secretary - Ministry of Climate Change	20 mins
12:10 pm	Panel 2- EV Ecosystem - Finance, Green Financing, Role of banks, govt, and IFAs, Entrepreneurship Development Moderator: Dr Aazir Khan, Director, IECE - UoL Panelists: 1. Abdul Rahim Butt, International financial expert - Citibank, UBL, SCB, Faysal Bank 2. Majid Munir - Venture Capitalist 3. Omar Masud, CEO - Urban Unit Punjab 4. Umer Khan - Head Investment Banking, FI & Corporate Central - BOP 5. Shehreen Umair, Program Associate - PET	50 mins
01:00 pm	Questions and Answers	10
01:10 pm	Talk Speaker- Yasir Husain (Director CAC)	15
01:25 pm	Closing and Networking Thank You Note	5
01:30 pm	Lunch	

ACKNOWLEDGMENTS

SPONSOR- THE BANK OF PUNJAB

The Climate Action Centre (CAC) expresses its sincere gratitude to The Bank of Punjab for its generous sponsorship and unwavering support of the 2nd Electric Vehicles Conference 2025, held in Lahore. As a leading financial institution committed to sustainable development and green innovation, The Bank of Punjab played a vital role in shaping this national platform for dialogue and collaboration. Your support not only enabled the successful execution of the conference but also underscored the importance of financial leadership in accelerating Pakistan's transition to clean and inclusive mobility. We deeply value your contributions to the EV ecosystem, particularly through your leadership in green financing, public-private engagement, and investment in future-forward infrastructure. CAC looks forward to continuing this partnership in our collective mission for a low-carbon, climate-resilient future.

PARTNER- PAKEVO

The Climate Action Centre extends heartfelt thanks to PAKEVO, our official conference partner, for your instrumental role in the success of the 2nd Electric Vehicles Conference 2025. Your dedication to promoting electric mobility in Pakistan and your leadership in driving technological advancement and policy dialogue helped elevate the impact of this event. Through your strategic insights, network support, and unwavering commitment to collaboration, PAKEVO helped bring together a dynamic range of stakeholders, from government institutions and investors to entrepreneurs and industry experts. Your partnership has set a benchmark for cross-sector engagement and has been pivotal in moving the national conversation forward on electric mobility. We deeply appreciate your contribution and look forward to building on this strong foundation in the future.

PARTICIPATING COMPANIES

The Climate Action Centre (CAC) extends its profound appreciation to all the companies that participated in the 2nd Electric Vehicles Conference 2025 and contributed through their expert representatives. Your active involvement across panels and discussions added immense value to the national dialogue on electric mobility, technology, infrastructure, and financing.

We thank Daewoo, Evee, Yadea, Dewan Farooq Motors, and IECE (Institute of Emerging Careers in Energy) for sharing key insights on EV manufacturing, localization, and technology innovation. Your leadership is central to the development of a robust and scalable EV industry in Pakistan.

We also acknowledge the critical contributions from Punjab Urban Unit, Citibank/UBL/SCB/Faysal Bank (through the expertise of Abdul Rahim Butt), The Bank of Punjab's Investment Banking Division, PET (Pakistan Environment Trust), and key financial stakeholders including venture capitalists and green finance specialists who are shaping the financial architecture required for EV adoption and entrepreneurship in this space.

Your willingness to share experiences, address challenges, and collaborate on solutions has significantly advanced the collective understanding of what is needed to build a sustainable, accessible, and inclusive EV ecosystem in Pakistan. CAC is honored to have had your presence and expertise, and we look forward to working closely with you in the continued journey toward a cleaner and more resilient transportation future.

EVENT MANAGEMENT COMPANY- ORBIT

We extend our heartfelt appreciation to Orbit Advertising and Event Management for their exceptional support in organizing the 2nd Electric Vehicles Conference in Lahore. From venue setup to seamless coordination on the ground, Orbit delivered with professionalism, creativity, and attention to detail. Their team ensured a smooth and visually impactful experience that reflected the conference's vision of innovation and sustainability. The branding, stage design, and overall ambiance significantly enhanced the event's engagement and impact. We are grateful for Orbit's dedication and excellence, and we look forward to future collaborations in delivering high-impact, purpose-driven events across Pakistan.

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