



## **Personal Profile**

**Asim Hafeez**

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## **Professional Background**

31 Years

International Trade, Sales & Marketing, Shipping and Production

Industrial Production, Export Business Development, Contract Manufacturing, Brand Building

Project & Trade Consultancy, Business Analysis

Global Coal Sourcing

Oil & Gas Project

Real Estate

## **Gold Trophy**

International Gold Star for Quality Award, 2007 in Paris in the realm of customer satisfaction, leadership, Innovation and prestige under QC 100 TQM Model

## **Solo Expo**

Single-handedly launched an exhibition "Living & Growing Together Hyderabad Expo 2012"

## **Monthly Publications**

Market Gleanings, Coal Commerce, Global Shipping & Logistics

## **Education**

MBA Marketing

M.Com Marketing

## **Work History**

Worldwide Holdings Group, USA & Pakistan

GVR Pakistan

PT Global Ventures & Resources, Indonesia

PT Commodities & Energy Resources, Indonesia

GITCO Group, Egypt, UAE, & Pakistan

IFFCO Group, UAE & Egypt

## **Brand Building**

Edible Oils & Fats, Toilet & Laundry Soaps, Plywood, Composite Wood, Pasta, Rice, Spices, Sports Goods

## **Travel & Tourism**

Business & leisure trips to 56 countries including North America, Europe, ME, Asia, FE & Africa

## **Conference Paper**

Emerging Supply Chain Challenges for Future Success of Economy

# Gold Trophy in Paris 2007

## International Star for Quality Winner Paris 2007



The President of Business Initiative Directions, Jose E. Prieto, presenting the International Star Award for Quality to Mr. Mohammad Asim Hafeez, Managing Director of Gulf Trading from Egypt, at the BID Quality Convention held in Paris in March 2007.

## Gulf Trading from Egypt awarded in Paris

Companies from the most enterprising countries in the world have received the maximum Business Initiative Directions (BID) award in recognition of quality

and excellence to business people, who lead these outstanding companies. The site for this significant ceremony was the Palais des Congrès de Paris,

in the presence of an international audience. Outstanding business people attended from 62 countries around the world,

renowned for their dedication to improving quality models in their work, with the aim to satisfy their clients and strengthen their position in the market.



International Star for Quality winners posing for the media during the BID awards ceremony in Paris. From left to right: Jonathan Waite, Mohammad Asim Hafeez, Beniella Abdellhak, Ould Ali Boumediene, Ali Murada, Gulzhan Baizhanova, Perikli Goga, Saule Igenbekova, Stylianos Kibaridis, Özer Okay, Amos Bilong Makanda, Heru Nurhajadi, Radzlan Ramli, Jose E. Prieto, Kédessa Datcha Bouwassi and Raymond Y.K. Liew.

# Presenting Ideas & Ambitions

Asim Hafeez

## Establishing Pakistan as a Role Model for WWH Global Operations

### Way Forward & Funding

### Unique Approach

#### All 9 Keys for Life under One Group of Companies

Let me repeat here that you would notice a different approach in my presentation made last time.

The corporate objective is, instead of presenting individual projects & concepts we are presenting Pakistan as a country on the whole attracting multiple & quite a diversified range of projects, all confirming to WWH's legacy of 9 Keys for Life and Synergy to help the humanity.

### Quick Revenue Streams & Investments Payback

Most important to note and I am quite pleased to establish the fact here that

- All projects offer quick revenue streams
- All projects offer quick investments payback
- Projects are planned in a way that they become independent & run on their own once they peak
- All projects are going to be supported locally by authorities, counterparts & service providers

### Government Protocols

Official trips – Karachi, Islamabad & Lahore – on behalf of WWH

- Appointment with the President of Pakistan
- Appointment with the Prime Minister of Pakistan
- Appointment with the Chairman of the Board of Investment
- Appointment with the Minister of Energy (Petroleum Division)
- Appointment with the Chairman of Oil & Gas Regulatory Authority (OGRA)

### Engagements

CPA	Identified
Dun & Bradstreet	Identified
Bankers	Identified
Architects, developers & contractors	Identified
Builders, developers & contractors	Identified
Real Estate Sales & Marketing	Identified
Recruitment Agencies	Identified
Security systems for all business units	Identified
Employee attendance & payroll	Identified
IT services	Identified
Furniture & Fixtures	Identified
Interior Designers	Identified
Clearing & Forwarding Agencies	Identified
Shipping Services	Identified



# Diversified Business Portfolio

As a CONGLOMERATE

Manufacturing – Trading – Real Estate – Professional Services

**WWh Pakistan Group of Companies**

**25 Parent & Subsidiary Companies**

Investments & Holdings

M&A

Coal Operations in Pakistan

Mining of Coal, Nickel & Gold in Indonesia

Agro Commodities

Hydroponics & Vertical Farming

Logistics & Transportation

Hospitality (Hotels & Resorts)

Manufacturing Complex for Building Materials

Smart City

Auto Complex

Global Trade (Minerals, Industrial Waste & Scrap)

Aviation (Executive Flights Operations, Cargo Operations & Aviation School)

Security Services

Oil & Gas Supplies to Pakistan

Property Management & Syndication

Real Estate Developments

Investments & Startups

Information & Communication Technology

Healthcare (Hospitals & mobile units)

NGO & CSR of WWh Pakistan Group of Companies

HRD & Manpower Supply

Shipping Services (Clearing, Forwarding, Logistics & Warehousing)

Facility Management (Interior & Exterior Designing)

General Trading

## 1<sup>st</sup> Key for Life

### Food & Water

Rice

Spices

General Trading

## 2<sup>nd</sup> Key for Life

### Housing & Infrastructure

Real Estate Investment Portfolio

City Centre Complex

Low-Cost Housing Community

Pappu Ki Dunya – Resort City

Smart City

## 3<sup>rd</sup> Key for Life

### Education & Hospitality

Hotels & Resorts

Affiliations & Accreditations

Education Campus

## 4<sup>th</sup> Key for Life

### Medical & Nutrition

Hospitals

Mobile Units

## 5<sup>th</sup> Key for Life

### Communication & Transportation

IT Startup

Trucking & Logistics

## 6<sup>th</sup> Key for Life

### Development & New Technologies

Auto Fantasy World

Manufacturing Complex on Building

Materials

## 7<sup>th</sup> Key for Life

### Finance & Trade

Investment Platform

Entrepreneurship

## 8<sup>th</sup> Key for Life

### Energy & Mining

Coal Offtakes in Indonesia

Coal Allocations in South Africa

Nickel & Gold Mining in

Indonesia

## 9<sup>th</sup> Key for Life

### Environmental & Humanitarian

Executive Flight Operation

Cargo Aviation

Aviation Academy

NGO

# Promoting Operations in Pakistan

## Press Club of Pakistan

Press Conference @ Karachi Press Club

## Authorities

SECP (Securities & Exchange Commission of Pakistan)  
Board of Investment  
Pakistan Business Council  
Karachi Chamber of Commerce & Industry  
Federation of Chambers of Commerce & Industry

## Mass Media

### Print & Electronic

#### Leading Newspapers – English & Urdu

Dawn – The News – Business Recorder – The Nation  
The Express Tribune – Daily Times – Jang

#### Current Affairs Magazines

Herald – Newline – Gulf Economist

#### Electronic Media

TV Channels  
Interviews &  
Documentaries  
Prime Time & Cable TV  
Youtube Presentations

#### Special Interest Magazines

Spider (Internet) – Computer World (Computer & IT)  
Mobile Communication – Flare

#### Digital Media

Facebook  
Instagram  
Facebook  
Instagram  
Twitter  
WhatsApp  
SEO  
Alibaba

#### Event Sponsorships

Sports  
Social Causes

#### Road Shows

Project to Project

#### Trade Shows

Karachi Expo

#### CSR

Hospitals  
Education Campuses