

# Reimagining Tourism as a Pathway to Pakistan's Economic Growth

## AGENDA

REGISTRATION/ LUNCH 12:30 PM – 1:20 PM

INTRODUCTION 1:30 PM – 2:00 AM

### Opening Remarks

Ehsan Malik (CEO, PBC)

Farid Ahmad Tarar (Secretary, Tourism, Archaeology and Museums Department)

SESSION 1: PRESENTATIONS OF THE FINDINGS BY THE PBC 2:00 PM - 2:45PM

Presentation on Tourism Study Findings

Presentation on the Religious Tourism Report Findings

Presentation on the Medical Tourism Report Findings

### Keynote Speaker

Marriyum Aurangzeb (Senior Minister, Government of Punjab)

SESSION 2: PANEL DISCUSSION - TOURISM - A PANACEA FOR PAKISTAN 2:45 AM – 3:30 PM

### Moderator

Ghazi Taimoor (CEO, The Learning Group)

### Panelist

Haseeb Gardezi (Executive Director, Hashoo Group)

Yasar Rashid (Chairman & CEO, Road & Story)

Nasar Qureshi (CEO, 5th Pillar Takafful)

Brig Asif Khalid Shaikh (Director Policy & Regulations, Green Tourism)

Saima Rasheed (Director Operations & Finance, Road & Story)

SESSION 3: PANEL DISCUSSION - RELIGIOUS TOURISM 3:30 PM – 4:15 PM

### Moderator

Nazish Afraz (Adjunct Faculty, LUMS)

### Panelist

Suleman Ghani (Former Civil Servant)

Ch. Anees Iqbal (CEO, My Universal Travels)

Malik Mehmood Ahmed (Sikh Heritage Tours)

Mian Ahmed Farooq (Virapur)

SESSION 4: PANEL DISCUSSION - MEDICAL TOURISM 4:15 PM – 5:00 PM

### Moderator

Usman Khan (Investment and Climate Financing Expert, ReMIT)

### Panelist

Sabir Ayaz Malik (Farooq Hospital, Executive Director)

Farrukh Sher Khan (General Manager Admin, Bahria International Hospital)

Kashif Mustafa (Managing Director/CEO, OMI)

Adnan Abdul Majid (Assistant Medical Director, Hameed Latif Hospital)

Sheikh Moeen ul Haq (Consultant Palliative Medicine, St John's Hospice)

CONCLUDING REMARKS 5:00PM – 5:15 PM

Taimur Dawood (Chairman, Descon)

HI-TEA - 5:15 PM

HOSTED BY: Pakistan Business Council and  
Consortium for Development  
Policy Research

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 12:30 PM  
05:15 PM

 Shalimar Hall C, Pearl  
Continental Hotel, Lahore.