

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

Ramesh Singh Arora (Minister Minorities 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

Keynote Speaker

Shezra Mansab Ali Khan Kharal (Minister of State for Climate Change & Environmental Coordination)

Moderator

Nazish Afraz (Adjunct Faculty, LUMS)

Panelist

Suleman Ghani (Former Civil Servant)

Ch. Anees Iqbal (CEO, My Universal Travels)

Mehmood Malik (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 (CEO, Farooq Hospital)

Farrukh Sher Khan (Deputy Administrator, 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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2025



12:30 PM
05:15 PM



Shalimar Hall C, Pearl
Continental Hotel, Lahore.