



Reimagining Tourism as a Pathway to Pakistan's Economic Growth

Hosted by: Pakistan Business Council and Consortium for Development Policy Research

Date: 14th April 2025

Venue: Shalimar Hall C, PC, Lahore

Time: 12:30 to 5:15 PM

Agenda

Registration/ Lunch	12:30 PM – 1:20 PM
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Introduction	1:30 PM – 2:00 PM
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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
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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
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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)

Malik Mehmood Ahmed (Sikh Heritage Tours)

Mian Ahmed Farooq (Virsapur)

Session 4: Panel Discussion - Medical Tourism

4:15 PM – 5:00 PM

Moderator:

Usman Khan (Investment and Climate Financing Expert, ReMIT)

Panelists:

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