



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

Senior Minister for Tourism, Archeology and Museums

Session 2: Panel Discussion - Tourism - A Panacea for Pakistan	2:45 PM – 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

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