

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

The Consortium for Development Policy Research (CDPR) in collaboration with the Pakistan Business Council (PBC) is hosting an event on **Reimagining Tourism as a Pathway to Pakistan's Economic Growth** to present the research work undertaken by PBC on tourism in Pakistan.



14 | APRIL 2025



12:30 PM  
05:15 PM



Shalimar Hall C, Pearl  
Continental Hotel, Lahore.

This event aims to explore avenues to enhance tourism in Pakistan and to delve into the untapped potential of medical and religious tourism in Pakistan. Your perspective on this topic will greatly enrich the discussion and we are looking forward to your attendance for the opening remarks for the event.



Kindly **RSVP** for  
the event via email at  
[admin@cdpr.org.pk](mailto:admin@cdpr.org.pk)  
Phone: 042-35778180

# 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)

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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