

Pakistan Embassy, The Hague



Bilateral Consultations institutionalized - Pakistan-Netherlands hold the first round in The Hague; next in Islamabad

In their meeting on July 1st in The Hague, Pakistan and Netherlands decided to re-launch and institutionalize bilateral consultations on issues of mutual interest. Both sides emphasized that deepening the partnership between the Netherlands and Pakistan was a diplomatic priority for both countries and accorded with the fundamental interests of their peoples. The two sides discussed in depth international and regional developments and reaffirmed their commitment to promote and maintain international peace and stability. The next round of consultations will be held in Islamabad in 2011. A joint statement was issued at the end of Consultations.

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Pakistani culture show-cased in Pakistan Sports and Cultural Festival

The Pakistani-Dutch community celebrated its first ever Pakistan Sports and Cultural Festival in the Netherlands on 6 June. The Festival brought Pakistani-Dutch and other communities together deepening bonds through cultural and sports interaction. The Festival 2010 featured multiple sports, cultural colors, Pakistani food and music. There was some attraction for every age group, from youth and children to women and the community at large.



The Festival was organized as a no-profit no-loss activity sponsored by the Embassy, Community and The Hague Gemeente (local govt). The Festival show-cased Pakistani culture in all its rich hues and contributed to promoting the soft image of Pakistan in Netherlands.

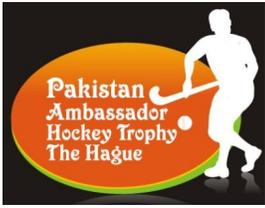
www.pakistanfestival.nl



Pakistani Basmati rice spreads its aroma in the Dutch market

A number of leading rice exporters from Pakistan participated in Private Label Manufacturers Association Fair in Amsterdam and secured large orders for supplying Pakistani Basmati to leading wholesale importers of rice in the Netherlands. The Embassy's Commercial Wing facilitated this breakthrough to benefit from our status as one of the leading suppliers of rice in the world. Earlier, a rice delegation from Pakistan also visited Netherlands as part of our efforts to introduce Pakistani Basmati in the Netherlands. Pakistani basmati rice is regarded as a premier rice in the European market. The Pakistani super kernel basmati rice is particularly popular and in high demand.





Pakistan Ambassador Hockey Tournament: Teams of Dutch Parliament, Foreign Ministry and Pakistani-Dutch community meet for 22nd time

Foreign Ministry team won the 22nd Pakistan Ambassador Hockey tournament organized

Embassy, on 25 June at Klein Zwitserland club. Importantly, the Dutch Parliament was able to field a team so soon after the elections, led as before, by MP Stef Blok. Another distinguishing feature was that this time all teams had women

“...such traditions strengthen the bond between the Pakistani community and the Dutch.”

Foreign Minister Verhagen



Foreign Ministry team won this year's tournament .

“...the Tournament was... bringing people together...”

President of Tweede Kamer (Parliament) Mrs Verbeet

by Pakistan-Dutch community, under the patronage of the

players. Mahnoor became the first ever Pakistani girl to play this tournament. The Foreign Minister of Netherlands and the President of Tweede Kamer both sent supportive messages.



Pak Community XI, Dutch Parliament XI, Dutch Foreign Ministry XI

National hockey teams of Pakistan and Holland competed in Rotterdam on 14 Sept. raising over 80 thousand Euros for flood victims. President Dutch Hockey Board (KNHB) with the Ambassador at the Stadium (right)



Pakistan Ambassador Golf Tournament makes its debut in Rotterdam

The first ever Pakistan Ambassador Golf Tournament and Clinic was organized in cooperation with GCR, a prestigious golf club in Rotterdam, on 30 September, as part of the vision to strengthening the soft image of Pakistan and promoting understanding through sports.



Enthusiastic response came mostly from businessmen who participated in large numbers and youngsters. The Clinic too was highly popular with prospective players.

The tournament, which was organized on no-profit no-loss basis, was used this year to raise funds for the victims of recent devastating floods in Pakistan.

Pakistan Ambassador Cricket Cup: Pakistani-Dutch Community team continues its winning streak



Pakistan Community XI and KNCB XI (Dutch Cricket Board) met in a thrilling match at the VCC ground on 16 June in a contest for the 20th Pakistan Ambassador Cricket Cup. A day-long cricket brought together a number of spectators. Like last year, Pakistan Community XI won the Cup. The tournament promotes understanding between the Dutch and Pakistani communities and the cricketing world in the Netherlands.



Dutch Cricket Board XI & Pakistan Community XI (above)



President Dutch Cricket Board (KNCB) with the Ambassador at award ceremony

The young cricketers of Pakistani Dutch community organized a charity cricket match on 24 Sept. in The Hague. The local govt (Gemeente) contributed for flood victims. Gemeente rep. & cricketers with the Ambassador (left)





Pakistani Ladies Association (PLAIN) uplifts patriotic spirit; launches its website

PAKISTANI LADIES ASSOCIATION IN THE NETHERLANDS

The Pakistan Ladies Association in the Netherlands (PLAIN) organized a Music Mehfil on 24 May in The Hague to pay tribute to the living legend Maestro Sohail Rana, who flew in from Canada. The memorable evening was marked by melodious songs composed by Sohail Rana during his four decades long music career, like Sohni dharti Allah Rakhhe. Around 130 guests comprising PLAIN members, their spouses and family members enjoyed the musical event. The PLAIN is regularly holding events that are promoting Pakistan's culture and soft



www.plainpk.nl



Iftaar dinner by PLAIN to raise funds for flood victims (above)

image in the Netherlands and mobilizing Pakistani-Dutch ladies in bringing communities together. Maestro Sohail Rana expressed his admiration for PLAIN's work and objectives and announced that he would compose an anthem for PLAIN as his gift to the Association.



Tribute to Maestro Sohail Rana

News in brief

Honour: Pakistan's Asma Jahangir was awarded the prestigious FDR Four Freedoms Award for her work on freedom of worship at an impressive ceremony in Middleburg. Queen Beatrix presided.

Development Cooperation: The Netherlands continues its active participation in development cooperation with Pakistan, bilaterally and as part of Friends of Democratic Pakistan. Netherlands is extending €86 million of development cooperation in 2009-11.

Clingendael: A group of young officers of Foreign Service of Pakistan attended a six week training course at Clingendael institute for international relations.

Professionals: Dutch young professionals organized a day long live streaming at Pakistan House coinciding with TED-x conference in Lahore which focuses on innovation and designs.

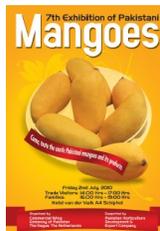
OPCW: Pakistan continued to play an active role in Organization for the Prohibition of Chemical Weapons, as a member of the Executive Council and coordinator for Asia region.

Commerce Corner

Pakistani mangoes on display

The 7th annual exhibition of Pakistani mangoes was organized by the Commercial Wing of the Embassy and Pakistan Horticultural Development Company at Hotel Van der Valk Schiphol on 2 July. A number of importers and retailers of Pakistani mangoes participated in the Exhibition. Ten varieties of Pakistani mangoes were on display and available for tasting along with different delicacies prepared from mango.

Mangoes by sea: A trial shipment of Pakistani Mangoes arrived by sea in NL on 6 August 6 marking a transition in the dynamics of export of Pakistani mango to Europe.



Pakistan Pavilion at PLMA becomes a centre of attraction

Pakistan Pavilion at PLMA's World of Private Label trade fair, held in Amsterdam RAI on May 18-19, 2010, received tremendous response from buyers. Thirteen leading exporters of rice, bakery products, processed food items, surgical instruments and kitchen textiles showcased their products. A large number of buying managers of brands and chain stores held business meetings with Pakistani exporters on the show floor.



Technology/Expertise cooperation

PSI: Three joint venture projects from Pakistan are under consideration for subsidy under PSI (NL Private Sector Initiative).

ORIO: NL Facility for Infrastructure Development (ORIO) expert made presentations in TDAP Islamabad and Lahore Chamber.

PUM: 28 Senior Dutch experts visited Pakistan during 2010 to assist Pakistani SMEs under the PUM (NL Senior Experts) program.

CBI: 7 Pakistani fruits/vegetables exporters selected for Export Coaching Programme of CBI (NL Organization to promote exports to EU from developing countries). CBI organized 5 series of training workshops in Pakistan in 2010.



Commerce Minister inaugurated Mango Exhibition, and was briefed by Dutch high officials from Economic Ministry on Pak-NL bilateral economic and commercial ties (left)

Embassy of Pakistan, The Hague

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Embassy-Community interaction continues every quarter (5 May, 7 August)

The Embassy-Community Quarterly Meetings have become a regular feature now with 4th meeting held on 5 May and the 5th held on 7 August, both held at Pakistan House to discuss community welfare issues.



Embassy newsletters are also available on our website

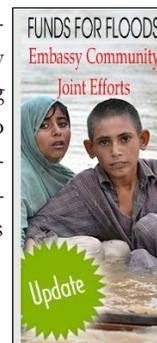


www.pakembassy.nl

Pakistani-Dutch Community pours its heart out to help flood victims

In a two month long fund-raising drive, the Pakistani Dutch community poured its heart out to help their brethren affected by the devastating floods in Pakistan. The Amsterdam Steering Committee, the Hague Steering Committee, and the Pakistan Ladies Association in the Netherlands organized charity events. A charity hockey match between the national teams of Pakistan and Holland was held. Young Pakistanis organized a charity cricket match. A charity golf tournament was also organized. All Pakistani mosques in the Netherlands raised funds during Ramadan. The Ambassador attended all major fund-raisers. Over one hundred thousand was sent to Prime Minister Flood Relief Fund while thousands more were sent to Pakistan through different channels - all as an expression of the solidarity of Pakistani-Dutch with the people affected by the floods.

Embassy website maintained constant update of the efforts to raise funds for flood victims (website banner - right)



Eid Milan, Independence Day, and Charity Brunch at Pakistan House

A fund raising brunch for the victims of floods in Pakistan was held at Pakistan House on 12th September 2010. Entry to the event was by tickets and all proceeds were deposited in the Prime Minister's Flood Relief Fund. The occasion was also utilized to mark Independence Day and Eid Milan. Over 400 members of the Pakistani-Dutch community attended the event. The Ambassador raised the National



Flag and addressing the Community while a group of young children sang national songs. Also present on the occasion was the Pakistan National Hockey team, which was visiting The Netherlands. The Ambassador lauded the Dutch government for its contributions, bilaterally and through EU and UN funds for flood relief. He also acknowledged support from Dutch people (SHO raised over 25 million Euros) to help the flood victims. He also commended the Pakistani Dutch community for their strong national spirit to rally behind national causes.

Flag hoisting at Pakistan House