

Pakistan Embassy, The Hague



Pakistan-Netherlands bilateral ties on the rise

Bilateral relations between Pakistan and the Netherlands are gaining strength through increasing high level exchanges. Dutch Prime Minister called on the President of Pakistan in New York in September 2009 on the sidelines of the UN General Assembly.

Prime Minister Balkenende also participated in the Friends of Democratic Pakistan (FODP) Summit in New York. Dutch Defense Minister and Development Cooperation Minister visited Pakistan in November 2009. The Netherlands committed to contribute actively to development effort in Pakistan bilaterally and under FODP.

First institutionalized political consultations between Foreign Ministries of Pakistan and the Netherlands commence in The Hague this year

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Pakistani Ladies bring communities together

Eidraat: Newly formed Pakistani Ladies Association in the Netherlands (PLAIN) celebrated eidraat

at Pakistan House on 26 November to mark eid-ul-adha.



to welcome eid-e-fitr. Both evenings commenced with a welcome note by the Patron of the PLAIN, the wife of Pakistan Ambassador, Mrs Najia Aizaz Ahmad. Attractions from a swayan



Over hundred ladies, including Officers of the Dutch government, spouses of the Ambassadors, scores of Pakistani-Dutch ladies, wearing colorful attire, participated.

The welcome flower garlands, Pakistani sweets, *churian*, henna, décor of the hall with traditional hues, all reflected the Pakistani ambience galvanized by handmade silk pouch invitations, elegant eastern dances, and a fashion show that displayed colorful Pakistani attires.



Chandraat: Earlier on 19 September, the PLAIN organized a chandraat fes-

competition to fashion show to mehndi enthralled all participating ladies.

Pakistani Kinoo draws tremendous response



First Pakistani Kinoo exhibition was organized at Hotel van der Valk by the Embassy on 14 February 2010 to promote Pakistani citrus in the Netherlands. The leading importers of Pakistani Kinnoo in the Netherlands M/s Super Toko and M/s AZ Enterprises displayed their products during the exhibition.



The exhibition attracted tremendous response from buyers, retailers, and consumers (right)



Delicious Pakistani kinoo was available for tasting along with freshly squeezed juice

Pakistan re-elected to the Executive Council of the Organization for Prohibition of Chemical Weapons (OPCW) for the term 2010-12

Renewed focus on Development Cooperation

The Netherlands is a member of the Friends of Democratic Pakistan forum. Minister Koenders led the Dutch delegation to the Tokyo ministerial meeting of the Friends process, and pledged 86 million euro for the period up to 2011 focusing the development cooperation in three sectors: education, environment/water management, and good governance/human rights. Minister Koenders visited Pakistan in November 2009.



Leading Importers from Pakistan honoured

The services of Pakistani businessmen importing from Pakistan were honoured at a dinner-event held at the Pakistan House on 20 October 2009. The Ambassador lauded them for their contribution to Pakistan. The



Commercial Secretary made a presentation on investment opportunities in Pakistan .

Businessmen being briefed on investment opportunities in Pakistan (left)

Chamber delegation visits The Netherlands: The Ambassador and Commercial Counsellor briefed the visiting delegation of Rawalpindi Chamber of Commerce on the business opportunities available in the Netherlands.



Pakistan Festival

The Pakistan Cultural and Sports Festival is planned for 6th June 2010. Attractions include sports, cultural hues, food and music. The objective of this non-profit undertaking is to bring together Pakistani and other communities, deepen understanding, social integration, and provide day long family entertainment.

Dutch Delegation visits Expo Pakistan

A 9-member delegation of Dutch importers participated in Expo Pakistan held at Karachi Expo Centre on February 26-28, 2010. The delegates represented product categories of food items, home textiles and garments, and included the leading chain stores like Hanos. Besides the business meetings, the delegates visited the exporters' manufacturing facilities in Lahore, Karachi and Faisalabad. Over 400 buyers participated in the Expo at which on-the-spot contract orders exceeded 120 million dollars.

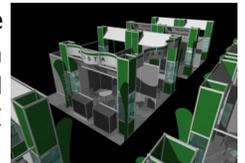


CBI Netherlands increases activities in Pakistan

The Centre for Promotion of Imports from Developing Countries (CBI Netherlands) has increased manifold its activities in Pakistan. CBI organized a series of training workshop in Karachi, Islamabad, and Lahore for capacity building of Pakistani exporters of IT Services, Trade Fair Participation. CBI has agreed to organize 10 more training workshops/seminars in Pakistan in 2010 and Export Coaching Programmes.



Pakistan Pavilion: Efforts are afoot to make Pakistan pavilion a major attraction in the Private Label Manufacturers Fair in RAI Amsterdam on 18-19 May 2010



'King of Fruits' extends domain

Intensive marketing campaign for promotion of Pakistani mango in The Netherlands last year has increased the exports of mango to the Netherlands by 36% during 2009 as compared to the previous year.



2010 Mango Exhibition due on 2nd July 2010



Pak Dutch National Forum, Pakistan Welfare Association, and Pakistan Netherlands Welfare Society organized Pakistan Day Receptions on 25 March, 11 April, and 17 April 2010 respectively.

Institutionalized Embassy-Community dialogue continues in The Hague

With the second Embassy Community Quarterly Meeting held in October 2009 and the third in January 2010, institutionalized quarterly interaction between the Embassy and the Pakistani-Dutch community is firmly in place. The quarterly meetings discussed community welfare activities with active participation by the representatives of various welfare organizations, prominent community leaders and businessmen in the Netherlands.



A distinguishing feature of the institutionalized Embassy-Community interaction is that its a two-way dialogue about the activities of both the Embassy and the community.

Ba-yaad e Iqbal

Rich tributes were paid to Pakistan's national poet, Allama Iqbal on Iqbal Day which was celebrated through a poetic session organized by Pak-Dutch Forum with support of the Embassy of Pakistan. The Ambassador and renowned poets from the Netherlands, UK, and Germany participated.



2nd Pakistan Community Cricket Championship

The Second Pakistan Community Cricket Championship Cup was organized in the lush green lawns of Voorburg Cricket Club on 18 April 2010. The young Pakistani-Dutch cricketers, known as Pak Patriots NL, once again displayed wonderful cricket. The Ambassador inaugurated the Cup and also witnessed semi finals and finals together with a large cross section of Pakistani community. As per tradition, six teams of young Pakistani-Dutch cricketers participated.



Chairman KNCB and Pakistan Ambassador coordinating the toss for the finalists, both from Amsterdam, while umpires & chief organizer look on (left)

News in Brief

NADRA fee procedure rationalized The Embassy has launched a new arrangement for collecting NADRA Cards fee at the Embassy counter, replacing the cumbersome practice of travel to Rotterdam to deposit fee at Habib Bank. The measure is part of Embassy's efforts to facilitate and serve Pakistani Diaspora.

Pakistani students at the NUFFIC Students Day:

The Ambassador attended the annual Day of International Students organized by NUFFIC, the Netherlands Organization for international cooperation in higher education, in The Hague on 7 November 2009. The Ambassador interacted with Pakistani students at the Pakistan kiosk and visited the stall of Higher Education Commission of Pakistan.



Kashmir Centre Holland organized a Roundtable discussion on "The Kashmir Issue in the evolving regional situation" in the city of The Hague on the eve of the Black Day (27 October). A number of representatives of the prominent think-tanks in the Netherlands participated.

Milad mehfil: Eid Miladun Nabi, celebrated with spiritual fervour, was the third event of the year organized by the Pakistan Ladies Association in the Netherlands (PLAIN). Over 100 ladies attended. Eid Miladun Nabi was also celebrated by Al Karam mosque Amsterdam on 21 February, Ghausia mosque Rotterdam on 27 February and Minhajul Quran Den Haag on 26 February.



Pakistan participating actively in OPCW: Pakistan is fully committed to the objectives of Chemical Weapons Convention to eradicate chemical weapons. This was reaffirmed by Pakistan's Permanent Representative to the OPCW, Ambassador Aizaz Ahmad Chaudhry, at the Conference of State Parties held in The Hague in December 2009. Pakistan plays an active role in the OPCW as a member of the Executive Council of OPCW, as coordinator of Asian Group, and as a member of its Scientific Advisory Board.

Embassy of Pakistan, The Hague

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Work Hours: Mon-Fri:0900-1700
 Submission of documents: 0930-1200
 Collection of documents: 1200-1300
 Telephone calls on Consular/NADRA:1500-1600

Ambassador: Aizaz Ahmad Chaudhry

Minister: Mrs Kehkeshan Azhar
 Commercial Secretary: Mr. Mohammad Ashraf
 Second Secretary: Mian Atif Sharif



From the Ambassador's desk: This second newsletter is the six-monthly sequel to the first one that was unveiled last October. The objective is to showcase the major cultural, sports, and diplomatic activities organized by the Embassy and the Pakistani-Dutch Community. Copies of the newsletter are available in the Embassy and on Embassy's website.



PLAIN formed

Pakistan Ladies Association in the Netherlands (PLAIN) has been established in October 2009 to promote the rich cultural heritage of Pakistan and bring together the Pakistani, Dutch and other communities. The PLAIN is a non-profit socio-cultural organization which is open to Pakistani and Pakistan-origin ladies. It works under the patronage of the Embassy. Its activities are managed by a Bureau and the wife of the Ambassador, who is serving as its patron. Details of the Organization are available on its website: www.plainpk.nl



PAKISTAN LADIES ASSOCIATION
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Month-long Pakistan Day Celebrations in the Netherlands

A month-long celebration of Pakistan Day in the Netherlands commenced with a solemn flag hoisting ceremony at the Embassy in The Hague on 23rd March. The Ambassador unfurled the Pakistani color. Messages of the President and the Prime Minister were read out and prayers were offered for the development and glory of Pakistan. Two grand Receptions were held in the evening. Around 250 Dutch dignitaries and members



Welcoming the President of International Court of Justice (above)

of Diplomatic Corps attended the first Reception while around 250 members of Pakistani-Dutch community attended the second Reception. Notable guests included President (Chief Justice) of the International Court of Justice, Grand Master Dutch Royal Household, Chairman Foreign Affairs Committee of Dutch Parliament, Chief of Dutch Protocol, Foreign Policy Advisor of Dutch Prime Minister, Deputy Mayor of The Hague, and The Hague-based Ambassadors of important countries. The Ambassador addressed the Reception highlighting the valuable contributions by Pakistan to the global fight against extremism and terrorism. The Ambassador appreciated the community for their contributions to Pakistan. The guests were entertained with traditional Pakistani cuisine including especially flown in sweets by PIA.



Greeting the Chinese Ambassador (above) and Chairman of Foreign Affairs Committee of Tweede Kamer -Lower house of the Dutch Parliament (below)



The choir of the Urdu Church of Holland Rotterdam presenting milli naghmas during the Pakistan Day Receptions (left)

Pakistan Day festivities

- Flag** hoisting ceremony, 23 March
- International** Reception and Community Reception, Pakistan House, 23 March
- Talent** awards and Reception by Pak-Dutch National Forum, The Hague, 25 March
- Jalsa** Reception by Pakistan Welfare Association, The Hague, 11 April
- Seminar** Reception by Pak-Netherlands Welfare Society, The Hague, 17 April

