

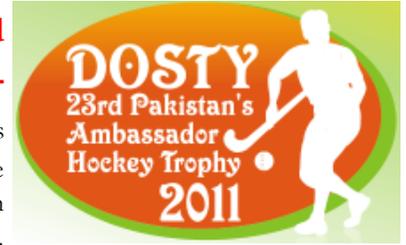


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**“The tournament is now in its 23rd year—a fine example of how sports brings people together....” Uri Rosenthal, Minister of Foreign Affairs of the Netherlands**

**Dutch Parliament, Foreign Office, and Pakistan community compete in an exciting hockey tournament**

: DOSTY 23rd Pakistan’s Ambassador Hockey Cup was organized on 17 June 2011 in The Hague. The tournament was played between the teams of Dutch Parliament, Dutch Foreign Office, and the Pakistan Community. Many Parliamentarians and senior Foreign Office officials played the tournament, which was won this year by the Parliament XI. President of the House of Representatives of the States General Ms. Gerdi A. Verbeet and Foreign Minister Mr Uri Rosenthal sent supportive messages for the Tournament which were also included in the impressive booklet published to mark the event. Hockey is a common passion of the people of Pakistan and Netherlands. The tournament reflects this common bond. Given the spirit of friendship that characterizes this tournament, this was named as DOSTY (i.e. friendship). Secretary-General of the Foreign Ministry, Ed Kronenburg, attended the tournament, did bully with Pakistan Ambassador, and also attended the dinner hosted by Ambassador Chaudhry following the tournament. Tom de Bruin, member of the prestigious Council of State, also attended. Dutch Parliament was represented by Mr. Bart De Liefde, Member of Parliament from VVD, who also led his team and displayed wonderful hockey. The Parliament XI



this year beat the favourite Foreign Office XI as well as Pakistan community team to win the title and player of the tournament award.



Secretary General Kronenburg, Ambassador Chaudhry, Member Parliament De Liefde, and Member Raad van State De Bruin open the tournament (above) Parliament team wins the trophy (left). The group photo (below)

**“Field hockey is deeply rooted in the sports history of both Pakistan and Netherlands.... Ambassador Hockey Trophy serves as a perfect example to emphasize that fact” Gerdi Verbeet, President of Tweede Kamer (Dutch Parliament)**





**Mango bonanza in the Hague:** Pakistani mango was on display in The Hague at the 8<sup>th</sup> edition of the annual exhibition of Pakistani mangoes. The grand mango event was organized by the Commercial Wing of the Embassy with the support of Trade Development Authority of Pakistan on June 29<sup>th</sup>, 2011 at Chamber of Commerce The Hague. More than 10 varieties of mangoes were displayed and made available for tasting during



the exhibition. Pakistani mango has entered the assortment of Hanos, one of the largest chain stores of horeca (hotels, restaurants & catering) supplies in the Benelux market.

**Basmati rice in Netherlands:** Prominent rice exporters from Pakistan participated in Private Label Manufacturer Association fair in Amsterdam in May 2011. The buyers were impressed with the taste and aroma of Pakistani Basmati rice. Pakistani basmati is increasing its inroads into the mainstream Dutch market.



A tasting campaign with four dishes prepared from Pakistani basmati rice was organized in the Pakistan Pavilion (above)

**Pakistan at PLMA:** Pakistan Pavilion at PLMA's World of Private Label trade fair, held in Amsterdam on May 24-35, 2011, received encouraging response from European buyers. The pavilion was organized by Trade Development Authority of Pakistan and Pakistan's trade office in The Netherlands. Thirteen Pakistani exporters (10 food and 3 non-food products) exhibited at PLMA's World of Private Label Amsterdam, the world's largest trade fair of private label manufacturing organized by the International Council of Private Label Manufacturing Association since 1986.



**Foot ball promotion:** TDAP arranged the promotion of hand-stitched soccer-ball in Pakistan pavilion.



The promotional footballs, with location of Pakistan Pavilion printed on them, were distributed amongst the buyers. The promotional footballs became a moving advertisement on the entire trade fair and were immensely successful in generating traffic of buyers towards Pakistan Pavilion.



**A prominent Pakistani-Dutch honoured with Pakistan's civil award:** A dignified award-giving ceremony was held on 7 July 2011 at Pakistan House to mark conferment of "Tamgha-e-Khidmat" on Late Mr. Muhammad Fasih Shamsi, in recognition of his services for Pakistan. For decades Mr. Shamsi had made efforts, in cooperation with the Embassy, to foster friendship between Pakistan and Netherlands through sports. He helped initiate annual tournaments of Hockey and Cricket in the late eighties, which continue to date and serve as a bridge between Pakistani community and Dutch society. The award-giving ceremony was attended by the immediate family, friends, prominent members of Pakistani community, and Dutch dignitaries. After receiving the award, Mrs. Attiya Shamsi, who spoke in her native Dutch, English, and Urdu languages, expressed her family's profound gratitude to the Government of Pakistan. Ambassador Tom de Bruin of Raad van State also paid tribute to Mr. Shamsi. Ambassador Chaudhry stated that the decision of the Government of Pakistan to confer this award is a befitting tribute to memory of Mr Shamsi, an honour for his family, and a matter of pride for Pakistani-Dutch community. He said that the glorious tradition of hockey and cricket tournaments has now expanded to include a golf tournament, all strung into a brand name of DOSTY or friendship.



## Thousands throng Pakistan Mela 2011; goodwill for Pakistan on display:

With the support of the Embassy of Pakistan and the local government (Gemeente) of The Hague, the Pakistani-Dutch community organized the second Pakistan Cultural Festival on Sunday 5 June 2011 at the lush green Zuiderpark. The Festival 2011, which builds on the success of first ever Pakistan festival in 2010, attracted a huge response in the multi-cultural milieu of The Hague city, and promises to evolve into an enduring tradition. The Festival boosted goodwill for Pakistan and promoted country's soft image. The Festival 2011 provided a welcome opportunity to



**Ambassador and Alderman of The Hague inaugurating the Mela (above)**

**Abrar enthralling the audience (below)**

Pakistani and other communities living in the Netherlands to intermingle and promote inter-cultural understanding through a fun-full day of sports, culture, food and music. Within the Cultural Festival, there was also a sub-festival – the Food festival – which afforded participants an opportunity to enjoy the delectable cuisine of Pakistan and South Asia. The Festival 2011 was inaugurated by Ambassador Aizaz Ahmad Chaudhry and Deputy Mayor of The Hague, Mr. Rabin Baldewsingh. The Festival showcased Pakistan to a wide audience who were enthralled by the richness of Pakistani culture, sports, music and cuisine. The Festival had something for everyone. There were sports fixtures (volleyball, kabaddi, kite-flying, and rassa kashi), a wide variety of Pakistani food, and attractions for children and women. The music by the local talent was played throughout the day, culminating in a musical evening featuring the leading Pakistani accomplished singer Abrar ul Haq. The Festival venue remained jam packed with spectators throughout the day. Families turned out in large numbers to feast on Pakistani food, enjoy traditional sports, and shop Pakistani products. The Mela reached its climax in the evening when Abrar ul Haq entertained the audience with his popular numbers.



## Exciting cricket displayed at the Dosty Pakistan's Ambassador Cricket Cup 2011:

The Embassy and Dutch Cricket Board (KNCB) jointly organized 21<sup>st</sup> Dosty Pakistan's Ambassador Cricket Cup on 23 July 2011 at Voorburg Cricket Club (VCC). The tournament was played between the teams of Dutch Cricket Board (KNCB) and Pakistani-Dutch Community. Initiated in 1987, the Cricket tournament has been firmly established as a glorious tradition which has promoted goodwill, understanding and friendship between people of the Netherlands and Pakistani commu-



nity in the Netherlands. Reflecting the spirit of friendship this tournament has been named DOSTY (friendship).

**First time in the history of this tournament, the match ended in a tie. The two captains sharing the trophy (far left), President KNCB Mr Asselbergs being honored (left)**

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 First Secretary: Tariq Karim

## Sixty fourth anniversary of the Independence Day of Pakistan:

A solemn flag hoisting ceremony at Pakistan House The Hague marked the occasion. The Ambassador unfurled the Pakistan color while the national anthem played. Messages of the President and Prime Minister of Pakistan were read out. Speaking on the occasion, the Ambassador emphasized the importance of freedom and highlighted the accomplishments made and the challenges surmounted so far by the nation. The Ambassador also praised the patriotic spirit of the Pakistani Diaspora in the Netherlands



## Pakistani Ladies Association organizes Eid Milan and Bridal dress show

Pakistan Ladies Association in the Netherlands (PLAIN) organized on 9 September an Eid Milan and Bridal dress show attended by Dutch, diplomatic corps and Pakistani ladies. The event show-cased the colorful traditions that accompany the weddings, which are one of the most celebrated festivities in Pakistan. The objective was to promote the rich cultural heritage of Pakistan, our softer side. The evening also served another objective of bringing Pakistani, Dutch and other communities closer. And of course it provided a fun evening to all participants. This was in continuation of PLAIN activities for the year 2011, an entertaining gift-laden 'Tambola' evening in January and a mehfil-e-hamd-o-naat in March.



## Eighth Embassy-Community Quarterly Meeting discusses Cultural programs while the Ninth Meeting focuses on Consular issues

The Eighth Embassy-Community Quarterly Meeting held on 22 April 2011 reviewed key issues of cultural interest to the Community: Pakistan Cultural Festival (Mela 2011) and Pakistan Food Festival, both were later held on 5 June at Zuiderpark in Den Haag. The organizing committee of the Festivals comprised representatives of various Pakistani-Dutch organizations, prominent community leaders and businessmen. The ninth ECQM was held on 10 August, which focused on consular issues with a view to further improving our consular services. A number of travel agents and those more familiar with consular issues participated.



ECQM-8 in progress, May 2011 (above). The Embassy and Community maintain close contact.

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