

**PRESIDENT'S SECRETARIAT (PUBLIC)**

**PRESS WING**

\*\*\*

**PR. No. 17/2021**

**PRESS RELEASE**

**Islamabad, 01 February 21:** President Dr Arif Alvi has underscored the need for launching “Brand Pakistan” campaign to highlight the success stories of the country. He said that the geo-economic position of Pakistan, its cultural and tourism potential, Ease of Doing Business and investment-friendly policies could enormously improve the soft image of the country internationally. He said that these objectives could be achieved by developing efficient coordination and an integrated communication mechanism among the concerned ministries. He gave these remarks while chairing a meeting on “Brand Pakistan”. The meeting was attended by SAPM on Overseas Pakistanis and Human Resource Development, Syed Zulfiqar Abbas Bukhari, SAPM on National Security and Strategic Policy Planning, Dr Moeed Yousuf, Secretary Information and Broadcasting, Ms Shahera Shahid and senior officials of Ministry of Commerce and Board of Investment.

While addressing the meeting, the President said that Pakistan had made remarkable socio-economic achievements such as overcoming the COVID-19 pandemic, providing social and economic relief to the people under “Ehsaas Program” and the remarkable performance of Pakistan Stock Exchange. He underlined that these success stories required to be given wide coverage by print, electronic and digital media to improve the country’s reputation at international level as well as attract foreign investment.

\*\*\*