



AZERBAIJAN PAKISTAN
Joint Chamber of Commerce
& Industry



REPORT

**APJCCI Business Delegation
Visit to Baku, Azerbaijan**

Sep 7-13, 2025

Advancing Pakistan-Azerbaijan Economic Cooperation
through Trade, Investment, and Connectivity



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ACKNOWLEDGEMENT

The delegation of the Azerbaijan–Pakistan Joint Chamber of Commerce & Industry (APJCCI) gratefully acknowledges the pivotal role of H.E. Mr. Khazar Farhadov, Ambassador of the Republic of Azerbaijan to Pakistan, whose vision, guidance, and exceptional support were instrumental in making this visit possible. His dedicated efforts in connecting the delegation with key Azerbaijani government agencies, business institutions, and trade promotion bodies significantly contributed to the success of this mission. His continued commitment to strengthening Pakistan Azerbaijan relations serve as an inspiration to both business communities.

Equal appreciation is extended to H.E. Mr. Qasim Mohiuddin, Ambassador of Pakistan to the Republic of Azerbaijan, for his invaluable support, personal attention, and gracious hospitality throughout the delegation's stay in Baku. His active facilitation of official meetings, insightful guidance on Azerbaijan's business environment, and warm hosting of the delegation at his residence added immense value to the overall experience. His leadership in promoting Pakistan's economic presence in Azerbaijan is deeply appreciated.

The delegation also places on record its sincere thanks to Mr. Babak Huseynli, Coordinator for Azerbaijan–Pakistan Trade and Investment Promotion, for his dedicated and untiring efforts in coordinating and arranging the delegation's meetings, visits, and interactions with various public and private sector organizations. His consistent assistance and commitment were central to the delegation's productive engagements during the visit.

In addition, special recognition and appreciation are due to Mr. Muhammad Awais Malik, Secretary General, and Mr. Majid Shabbir, Advisor, APJCCI, for their tireless efforts, meticulous planning, and outstanding coordination that ensured the smooth execution and overall success of the delegation's visit. Their dedication exemplifies APJCCI's professional approach to promoting bilateral trade and investment cooperation.

The delegation collectively extends its heartfelt gratitude to all those who contributed to the success of this important visit, reaffirming our shared commitment to strengthening the bonds of economic partnership and friendship between Pakistan and Azerbaijan.

“Sincere gratitude to the Ambassadors of Pakistan and Azerbaijan for their steadfast support and guidance, and to all those whose dedication turned this visit into a true symbol of partnership, cooperation, and friendship between our two brotherly nations.”

MESSAGE

From friendship to partnership — Pakistan and Azerbaijan stand united in transforming political goodwill into meaningful economic cooperation, expanding opportunities for our businesses and prosperity for our people.



AHSAN ZAFAR BAKHTAWARI
PATRON-IN-CHIEF

This landmark visit to our brotherly nation, Azerbaijan, marks a significant milestone in our ongoing efforts to deepen and institutionalize the economic partnership between Pakistan and Azerbaijan. It builds upon the strong foundation laid through our sustained engagements with leading Azerbaijani institutions, including AZPROMO, KOBIA, the Food Safety Agency (AFSA), the State Tourism Agency, and the Baku Hovsan International Trade Sea Port and some other organizations.

The warmth, hospitality, and openness with which we were received by every Azerbaijani organization from government bodies to private sector enterprises, stand as a testament to the deep-rooted brotherly ties and mutual respect that unite our two nations. This was not merely a business visit, it represented a consolidation of our shared vision to transform political goodwill into practical, results-oriented cooperation that benefits the business communities and people of both countries.

The success of this delegation lies in the details and the follow-up. Our meetings were focused on actionable outcomes from securing warehouse and display space for Pakistani products at Hovsan Port, to deepening cooperation with the Food Safety Agency to ensure regulatory clarity and smoother export procedures. The nomination of focal persons on both sides will ensure that the momentum generated during our visit will not be lost.

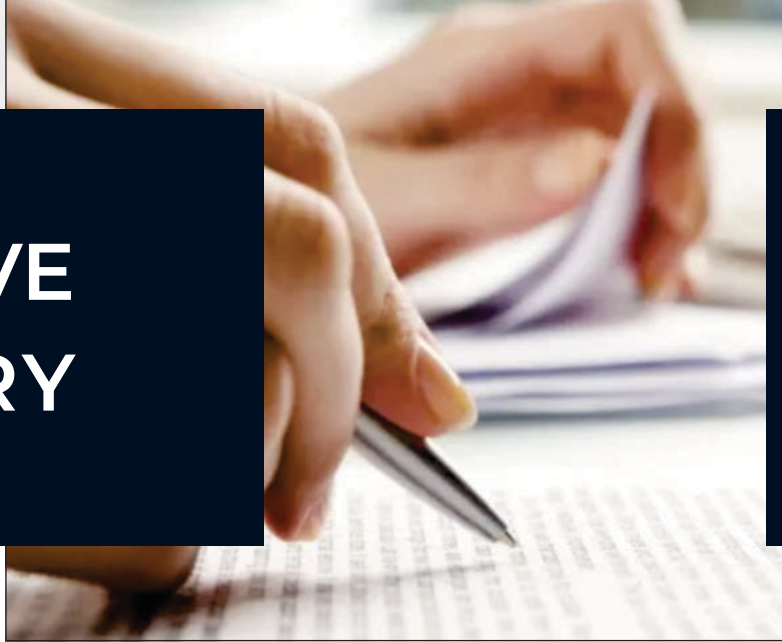
We now have a clear roadmap for the future, organizing sector-specific webinars, and preparing to host Azerbaijani business delegations in Pakistan. A major area of focus will be on SME development, as small and medium enterprises form the backbone of both our economies and hold the key to sustainable trade growth.

The visit also reaffirmed the strong potential for collaboration in tourism, logistics, agro-processing, pharmaceuticals, and food industries. The growing number of Pakistani tourists in Azerbaijan presents new opportunities for joint ventures in halal tourism and hospitality, while Azerbaijan's strategic position offers Pakistani exporters access to the wider regional market.

With the continued guidance of our Ambassadors from both sides and the proactive efforts of APJCCI, I am confident that we will soon witness a substantial increase in bilateral trade volumes and investment flows.

The future of Pakistan Azerbaijan economic cooperation is indeed bright, and APJCCI remains fully committed to serving as the driving force that turns these opportunities into tangible successes for businesses on both sides.

EXECUTIVE SUMMARY



- Expanded trade and investment collaboration
- Enhanced SME and sectoral partnerships
- Deepened Pakistan Azerbaijan economic relations

The visit of the APJCCI Business Delegation to Baku, Azerbaijan, from September 7–13, 2025, marked a major step forward in strengthening bilateral economic cooperation between the two brotherly nations. Led by Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief of APJCCI, the mission aimed to deepen institutional linkages, expand trade and investment opportunities, and promote direct business-to-business connectivity.

During the visit, the delegation held meetings with leading Azerbaijani institutions including AZPROMO, KOBIA, the Food Safety Agency (AFSA), the State Tourism Agency, Baku Hovsan International Trade Sea Port, and RR Group of Companies, AZRIMED and some other organizations. Each engagement was very useful and produced practical, results-oriented outcomes.

The discussions with AZPROMO and KOBIA focused on promoting trade, investment, and SME cooperation, with both sides agreeing to send business delegations and exchange of business-related information. AFSA committed to provide information for Pakistani exporters on regulatory and certification procedures, while APJCCI was designated as the focal institution for coordination.

At the Baku Hovsan International Trade Sea Port, an MoU was signed to allocate warehouse and display space for Pakistani products, an important facilitative step to enhance export accessibility. RR Group offered similar facilities for Pakistani businesses and expressed keen interest in importing meat and agro products from Pakistan, along with potential joint ventures in agriculture and agro-tourism.

The delegation's meeting with H.E. Mr. Qasim Mohiuddin, Ambassador of Pakistan to Azerbaijan, provided valuable strategic guidance, particularly on opportunities in pharmaceuticals, rice, meat, branding, and investments in the Karabakh region. The Ambassador also hosted a dinner in honor of the delegation, fostering meaningful dialogue and goodwill.

Throughout the visit, the spirit of brotherhood and partnership remained evident. The delegation identified priority areas for cooperation including agriculture, food processing, pharmaceuticals, IT, logistics, tourism, and halal products and agreed on actionable follow-up steps including exporter databases, webinars, and incoming Azerbaijani delegations to Pakistan.

This mission demonstrated that Pakistan and Azerbaijan share complementary strengths and a joint resolve to transform political goodwill into practical economic collaboration. With the continued guidance of both Ambassadors and the proactive engagement of APJCCI, the two nations are well positioned to achieve their shared trade target of USD 2 billion and open a new chapter of partnership based on trust, trade, and shared prosperity.

PAKISTAN-AZERBAIJAN ECONOMIC COOPERATION: FROM DIPLOMACY TO DEVELOPMENT

Strengthening Bilateral Trade, Investment, and Institutional Partnerships through APJCCI

Pakistan and Azerbaijan have moved rapidly from diplomatic goodwill to concrete economic engagement, built upon a growing framework of bilateral agreements and private-sector initiatives. Over the past two years, both governments have worked to transform their long-standing political trust into tangible trade and investment partnerships. A landmark development in this journey has been the signing of the Preferential Trade Agreement (PTA) and the Transit Trade Agreement (TTA), which together aim to provide tariff concessions, streamline customs procedures, and facilitate efficient cross-border transit through multimodal routes linking South and Central Asia with the Caspian region.

While the current trade volume remains modest relative to the size and potential of both economies, momentum is clearly building. Both countries have articulated an ambitious bilateral trade and investment vision, backed by strong political commitment and institutional cooperation, with a shared target of significantly expanding trade and investment flows in the coming years. The agreements now in place provide the policy and legal framework needed to support exporters, attract investors, and enhance market access.

To operationalize these objectives, several sectoral MoUs and cooperation agreements were signed during 2024–2025, covering key areas such as mineral resources, tourism and education, energy, customs and trade facilitation, air services, and legal and judicial cooperation. These agreements have established a multi-layered framework for business engagement, information exchange, and regulatory coordination, paving the way for public-private partnerships in priority sectors.

At the center of this emerging economic partnership stands the Azerbaijan-Pakistan Joint Chamber of Commerce & Industry (APJCCI) was established established. APJCCI serves as a dedicated institutional bridge for trade promotion, business matchmaking, investment facilitation, and SME development. Since its inception, the Chamber has adopted a proactive and results-oriented approach, leading business delegation,

organizing B2B sessions, and initiating arrangements for display and warehouse facilities for Pakistani products in Azerbaijan. It has also focused on identifying regulatory requirements, assisting exporters in compliance matters, and coordinating with Azerbaijani agencies to remove procedural bottlenecks.

Through these efforts, private -sector engagement has deepened considerably. Companies from both sides are now exploring joint ventures in agriculture, food processing, pharmaceuticals, halal products, textiles, logistics, and tourism. Practical measures, such as the allocation of warehouse space at Hovsan Port and proposals for joint industrial clusters, are helping Pakistani businesses establish a visible footprint in Azerbaijan's market. These steps, combined with the tariff concessions and clarified rules of origin under the PTA, are expected to boost export competitiveness, attract new investment, generate employment, and encourage technology transfer.

Looking ahead, the combination of formal trade instruments (PTA/TTA), sectoral MoUs, and institutional mechanisms such as APJCCI positions the bilateral partnership for a new phase of sustained growth. With regular follow-up through business delegations, targeted investor matchmaking, digital trade facilitation, and continuous engagement with both governments, Pakistan and Azerbaijan are set to experience rising trade volumes, stronger investment ties, and expanded SME linkages across all major sectors identified during the APJCCI's 2025 delegation to Baku. This new era of cooperation stands as a testament to the shared resolve of both nations to convert political friendship into enduring economic prosperity.

With PTA/TTA implementation, multiple MoUs, and new business platforms in place, Pakistan-Azerbaijan relations are entering a new era of economic partnership. These agreements provide a strong foundation for trade expansion, investment opportunities, and joint ventures in priority sectors.

DEMOGRAPHIC & ECONOMIC SNAPSHOT

Indicator 	Pakistan 	Azerbaijan 
Population 	~242 million	~10.2 million
Median Age 	~20.8 years	~32.5 years
GDP (Nominal) 	~\$375 billion	~\$78 billion
Key Sectors 	Agriculture, Textiles, IT, Services	Oil & Gas, Agriculture, Construction, Tourism
Strategic Goal 	Economic stability, export diversification	Non-oil export growth, economic diversification

KEY TRADEABLE ITEMS & INVESTMENT OPPORTUNITIES

From Pakistan to Azerbaijan	From Azerbaijan to Pakistan	Joint Investment Opportunities
- Rice (Basmati, IRRI) - Meat (Beef, Chicken) - Citrus Fruits, Mangoes - Pharmaceuticals - Textiles & Garments - Sports Goods	- Petrochemicals - Aluminum & Raw Metals - Cotton - Olive Oil & Food Products - High-Quality Cosmetics - Fertilizers	- Agri-Tech & Joint Farming - Tourism Packages (Combo: Pak-Aze-Kaz) - IT & Software Development - Logistics & Warehousing Hubs - Halal Food Production & Export

DEEPENING TRADE & INVESTMENT COLLABORATION WITH AZPROMO

Strengthening Trade and Investment Ties with Azerbaijan

The APJCCI delegation's meeting with AZPROMO at its Baku headquarters was a pivotal encounter reflecting mutual intent to transform diplomatic goodwill into economic cooperation. At the outset, Mr. Tural Hajili, Deputy Executive Director of AZPROMO, warmly welcomed the Pakistani delegation. He congratulated them on the formation of APJCCI, calling it a welcome institutional step toward deeper private-sector engagement.

He candidly noted that, despite strong historic ties, the current volume of trade between Pakistan and Azerbaijan is far below its potential. To bridge that gap, AZPROMO is actively preparing feasibility studies for multiple projects, including in tourism and other non-oil sectors. Mr. Hajili further laid out the suite of incentives available to foreign investors: concessional loans, tax reliefs, exemptions from land and property taxes, and customs and VAT waivers on imported equipment, all contingent on holding investment promotion certificates. He encouraged Pakistani companies to explore these opportunities in Azerbaijan's non-oil growth trajectory.

Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief of APJCCI, underscored the significant market Pakistan offers for Azerbaijani food items and high-quality cosmetics. He also pointed out Pakistan's interest in importing fertilizers from Azerbaijan as well as other agro-based inputs, reflecting a complementary trade orientation. He affirmed that Pakistan is working to diversify its export lines and pursue enhanced trade in sectors of mutual



interest, with the shared goal of achieving USD 2 billion in bilateral trade, a target agreed by both governments. He proposed the organization of an "Azerbaijan–Pakistan Business Forum", inviting key government officials, business leaders, and representatives from the private sector to discuss and explore avenues for enhancing bilateral trade, investment, and economic cooperation between the two countries.

In response to that invitation, Mr. Hajili confirmed that AZPROMO would lead a business delegation to Pakistan later this year or in early 2026. He distributed AZPROMO's current investment guides and invited Pakistani companies to participate actively in sectors such as tourism, agribusiness, and light manufacturing. He emphasized that AZPROMO extends economic loans and support services to make foreign investment more viable.

After the formal meeting, AZPROMO organized a B2B networking session linking Pakistani and Azerbaijani firms. Later on, a Pakistani company signed a memorandum of understanding to import paints from Azerbaijan, an early, tangible outcome of the cooperative dialogue. Delegation members also visited manufacturing and processing sites, especially in the food sector, to assess potential collaboration and synergies on the ground.

This meeting with AZPROMO reinforced the shared commitment to move from dialogue to delivery, and laid the groundwork for a deeper and more balanced trade, investment, and industrial partnership between Pakistan and Azerbaijan.



The Export and Investment Promotion Agency of the Republic of Azerbaijan (AZPROMO) is a public legal entity operating under the Ministry of Economy. Established in 2003 and reorganized in 2021 through a presidential decree, AZPROMO serves as the central institution responsible for promoting non-oil exports and attracting foreign direct investment into Azerbaijan's non-oil sectors. Headquartered in Baku, it functions as a "single-window" service provider for investors and exporters, facilitating communication between the private sector and government institutions.

The agency's primary mission is to stimulate the development of Azerbaijan's non-oil economy by supporting domestic enterprises in accessing international markets, promoting the "Made in Azerbaijan" brand globally, and enhancing the country's attractiveness to investors. Its activities include organizing trade missions, exhibitions, and business forums, conducting market research, and providing consulting and information services to exporters and investors. AZPROMO also works closely with state bodies to improve the business and regulatory environment, ensuring that the rights and interests of exporters and investors are protected.

Governed by a Supervisory Board chaired by the Minister of Economy, AZPROMO's operational management is led by an Executive Director appointed through coordination between the Minister and the President. The agency is empowered to establish representative offices and commercial partnerships both within and outside

Azerbaijan. It maintains extensive international cooperation with more than 80 investment promotion agencies, chambers of commerce, and trade organizations worldwide, and is an active member of the World Association of Investment Promotion Agencies (WAIPA).

In recent years, AZPROMO has contributed significantly to Azerbaijan's economic diversification efforts. Non-oil exports grew by 9.8 percent in 2023, reaching approximately USD 3.3 billion, with further growth observed in early 2025. The agency continues to focus on expanding export markets, increasing foreign investment in non-oil sectors, and promoting sustainable industrial growth, with an aim to boost non-oil exports to around USD 3.6 billion by 2026. Through its initiatives, AZPROMO plays a pivotal role in positioning Azerbaijan as a dynamic and competitive player in the global economy.

Mr. Ahsan proposed the organization of an "Azerbaijan-Pakistan Business Forum", inviting key government officials, business leaders, and representatives from the private sector to discuss and explore avenues for enhancing bilateral trade, investment, and economic cooperation between the two countries.

B2B - Session



STRENGTHENING SME COOPERATION WITH KOBIA

APJCCI Delegation's Engagement with KOBIA to Enhance Trade, Facilitation, and Business Linkages



Welcoming the delegation, Mr. Mammadov praised Pakistan as a close and brotherly country and commended the establishment of the Azerbaijan Pakistan Joint Chamber of Commerce & Industry (APJCCI) as a timely and strategic step to institutionalize business linkages. He noted that the current trade volume between Pakistan and Azerbaijan remains far below potential, and highlighted the need to focus on targeted actions to unlock opportunities in both markets.

Mr. Mammadov emphasized to focus on key sectors for cooperation particularly pharmaceuticals, tourism, agriculture, construction, food and technology sectors, where collaboration with Pakistan could bring tangible benefits. He shared that KOBIA plans to send a business delegation to Pakistan at the end of the year to hold B2B meetings, sign cooperation agreements, and explore opportunities for joint ventures.

He also extended an invitation to Pakistani entrepreneurs to participate in the upcoming Azerbaijan Halal Business Forum, describing it as an important

platform for building partnerships in the halal food, cosmetics, and tourism industries.

Speaking at this occasion, Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief of APJCCI, thanked KOBIA for its hospitality and acknowledged its valuable role in supporting entrepreneurship and SME growth in Azerbaijan. He highlighted that SMEs represent nearly 40% of Pakistan's GDP and employ a large share of the workforce, particularly in the industrial, trade, and service sectors.

Recognizing the similarities in both economies, he proposed the establishment of an APJCCI Facilitation Office within KOBIA's SMB Houses, which would serve as a coordination point for Pakistani entrepreneurs exploring opportunities in Azerbaijan.

Mr. Bakhtawari also proposed the creation of product display centers in both countries to enhance market visibility and to support business-to-business engagement. He further suggested that both sides could, over time, explore enhanced trade arrangements within the framework of the newly signed Preferential Trade Agreement (PTA), while being mindful of Azerbaijan's approach to protecting domestic manufacturers.

H.E. Mr. Qasim Mohiuddin, Ambassador of Pakistan to Azerbaijan, said that Pakistan views Azerbaijan as an important partner for trade and investment. He highlighted the importance of understanding regulatory arrangements between the two markets and appreciated KOBIA's one-stop-shop model as an example of effective business facilitation that could inspire similar initiatives in Pakistan.

In response, Mr. Mammadov expressed appreciation for the constructive ideas and assured that KOBIA would work closely with APJCCI to translate these proposals into practical cooperation. He reiterated Azerbaijan's commitment to supporting Pakistani entrepreneurs through policy facilitation, partnerships, and SME-oriented programs, while acknowledging the contributions of Mr. Babak Huseynli for his instrumental role in organizing meetings and fostering collaboration between the two sides.

The meeting concluded with a shared understanding that SME cooperation would form the backbone of future economic relations between Pakistan and Azerbaijan. Both sides agreed that sustained engagement, exchange of delegations, and collaborative programs between KOBIA and APJCCI would help realize the full potential of bilateral trade, investment, and entrepreneurship.

The delegation also visited various sections of the SMB House, where they were briefed on its operations and range of services. They highly appreciated the vision and leadership of KOBIA in developing such a comprehensive “one-stop-shop” facility that brings together multiple government



and business support services under one roof.

The delegation noted that this integrated model covering business registration, licensing, certification, and advisory support provides an enabling environment for entrepreneurs and serves as a practical example of how streamlined facilitation can strengthen SME growth and investment promotion.

Mr. Ahsan suggested that both countries explore the possibility of negotiating a Free Trade Agreement (FTA) to enhance trade volumes.

KOBIA (Small and Medium Business Development Agency of the Republic of Azerbaijan) is a public legal entity operating under the Ministry of Economy of the Republic of Azerbaijan. Established with the objective of ensuring the consistent and sustainable development of small and medium-sized enterprises (SMEs).

KOBIA serves as the key national institution responsible for implementing state policy and support mechanisms for the SME sector. The Agency provides a wide range of services, including business development advisory, training and capacity building, access to finance, networking opportunities, and facilitation of local and international market linkages.

KOBIA operates through multiple structural components, including SME Houses, SME Development Centers, a Public-Private Partnership Development Center, and supporting administrative units.



ENHANCING TRADE THROUGH FOOD SAFETY COOPERATION

Collaboration between AFSA and APJCCI to Support Pakistani Exporters in Compliance and Market Access

The delegation of the Azerbaijan Pakistan Joint Chamber of Commerce & Industry (APJCCI) held a detailed meeting with the Food Safety Agency of the Republic of Azerbaijan (AFSA) at its headquarters in Baku. The discussion provided a comprehensive understanding of Azerbaijan's regulatory framework for food safety and the practical requirements for exporters wishing to access its market.

In her opening remarks, Ms. Zakiyya Mustafayeva, Deputy Chairperson of AFSA provided a detailed overview of AFSA's establishment, mandate, and scope of work. She explained that AFSA is the national authority responsible for ensuring food safety across the entire supply chain, encompassing plant protection, animal health, food inspection, laboratory testing, certification, and risk assessment.

She noted that the agency's primary objective is to safeguard consumer health, enhance the quality of food production, and align Azerbaijan's food standards with international practices.

Ms. Mustafayeva informed the delegation that relevant agreements on food safety and trade have already been signed between Pakistan and Azerbaijan, laying the groundwork for closer institutional collaboration. She

explained that for products to be imported into Azerbaijan, exporting organizations must follow prescribed registration and certification procedures to ensure compliance with national standards. While halal certification is not mandatory for food imports.

She further stated that AFSA oversees the registration and monitoring of food supplements and processed food products, which, after approval, can be exported to other markets under regional conformity arrangements.

During the meeting, Ms. Mustafayeva highlighted that AFSA is already working in cooperation with the Pakistan Institute for Quality Control and Accreditation (PIQCA) to promote harmonization of food standards, mutual recognition of testing results, and technical knowledge sharing.

Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief of APJCCI, thanked AFSA for its warm hospitality and the detailed briefing on Azerbaijan's regulatory framework. He stated that Pakistan possesses a strong agri-based economy and has the potential to export a wide range of food and agricultural products to Azerbaijan, including tropical



fruits, potatoes, vegetables, rice, seafood, and processed foods, in addition to pharmaceutical and nutraceutical items.

Mr. Bakhtawari emphasized that APJCCI would serve as the focal body for disseminating AFSA's procedural and regulatory requirements among Pakistani exporters to help them meet the necessary compliance standards. He proposed organizing an online technical session for Pakistani exporters to provide practical guidance on registration requirements, laboratory testing standards,

and documentation procedures. Such engagement, he noted, would help minimize non-tariff barriers and strengthen bilateral trade in agri-food and related products. Both sides exchanged views on promoting cooperation in food safety, sanitary and phytosanitary standards, and certification systems to create greater awareness and facilitate smoother trade flows.

It was also discussed that to ensure sustained coordination between the two institutions by nominating the focal persons.



Ms. Zakiyya Mustafayeva, Deputy Chairperson of AFSA explained that for products to be imported into Azerbaijan, exporting organizations must comply with specific rules and procedures, though halal certification is not mandatory for food imports.

EXPANDING TOURISM COOPERATION BETWEEN PAKISTAN AND AZERBAIJAN

APJCCI and State Tourism Agency Agree on Conferences, Road Shows, and Enhanced Connectivity

Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief of APJCCI emphasized the strong potential for enhancing tourism cooperation between the two brotherly countries. He proposed organizing a Tourism Conference in Islamabad to highlight Azerbaijan's tourism and business opportunities, as well as to strengthen linkages with Pakistani stakeholders. He stressed that the number of direct flights between Pakistan and Azerbaijan should be increased, including new routes such as Sialkot, to facilitate greater tourist inflows.

He also called for the sharing of a list of accredited Azerbaijani tour operators to help ensure reliable arrangements for Pakistani travelers. Furthermore, he suggested that road shows be arranged in Pakistan in collaboration with APJCCI to promote Azerbaijan as a tourist destination. He also extended an invitation to Azerbaijani tourists to visit Pakistan, which offers a wealth of historical, cultural, and natural attractions. Simplified visa processes and enhanced flight connectivity, he noted, would play a key role in strengthening tourism activities between the two countries.

Responding to these proposals, Mr. Rashad Aliyev, Deputy CEO and Ms. Fida Akhundzade, highlighted the rising number of Pakistani tourists visiting Azerbaijan. She shared that there is 51% increase of Tourists from Pakistan over the same period the previous year. She noted that tourism cooperation with Pakistan was a priority and informed the delegation about new “combo-tourism” initiatives involving Pakistan, Azerbaijan, and Kazakhstan.

She further confirmed that Azerbaijan will hold road shows in Islamabad, Lahore, and Karachi in October and November, while also proposing online webinars to connect stakeholders and expand awareness of tourism opportunities.

It was agreed that APJCCI would extend its full support in organizing these events in Pakistan, and both organizations designated focal persons to ensure smooth coordination



BILATERAL ECONOMIC TIES THROUGH DIPLOMATIC ENGAGEMENT

Ambassador of Pakistan to Azerbaijan Highlights Strategic Opportunities and Market Entry Pathways for Pakistani Companies



The APJCCI delegation had the honor of meeting H.E. Mr. Qasim Mohiuddin, Ambassador of Pakistan to Azerbaijan, who graciously hosted a dinner at his residence in honor of the visiting business delegation.

On this occasion, Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief and head of the delegation, expressed gratitude to the Ambassador for his warm hospitality and for providing valuable guidance to the visiting businessmen. He highlighted the objectives of the delegation's visit, noting that it represented a wide range of sectors from Pakistan. Mr. Bakhtawari shared that the delegation had held promising meetings with Azerbaijani companies and expressed confidence that these engagements would lead to tangible outcomes.

He also requested the Embassy's assistance in advocating for the reclassification of Pakistani pharmaceutical products from category C to category B in Azerbaijan to enhance market access.

Ambassador Mohiuddin, in his remarks, provided a candid overview of the Azerbaijani business environment. He emphasized Azerbaijan's strategic location as a transit hub, supported by strong infrastructure and rail connectivity. He advised that Pakistani businesses could secure tax and regulatory advantages by setting up businesses in Azerbaijan.

Addressing sector-specific opportunities, the Ambassador stressed that while Pakistan's pharmaceutical sector has potential, momentum needs to be built gradually, suggesting the establishment of a local pharmaceutical company rather than relying solely on product reclassification.

He also identified Sala Rice as a product with strong potential in Azerbaijan and encouraged Pakistani exporters to tap into the growing demand for meat, which the country currently imports from other markets.

The Ambassador further recommended that Pakistani companies participate in trade expos and government tenders to strengthen their market presence, while also utilizing the Display Centers as a platform for displaying products.

He encouraged investment in the Karabakh region where



industries could be set up and underlined the importance of branding, noting that Azerbaijani consumers place high value on strong brand visibility and reputation. To this end, he suggested that Pakistani businesses improve branding strategies and even consider establishing a Pakistani restaurant in Baku with a strong identity, particularly given the rising number of Pakistani tourists visiting Azerbaijan.

Adding his perspective, Mr. Babak Huseynli, Coordinator for the promotion of Azerbaijan Pakistan trade and investment, underscored the importance of prioritizing agriculture as the foundation for future collaboration. He recommended that farming initiatives should be developed first, followed by the introduction of live animals, while acknowledging that significant investment would be required in this area.

The dinner thus served not only as a gesture of hospitality but also as a platform for open discussion on enhancing bilateral economic ties. The insights provided by the Ambassador offered clear guidance on strategic opportunities for Pakistani businesses in Azerbaijan and reinforced the importance of long-term, structured engagement in key sectors.



H.E. Mr. Qasim Mohiuddin, Ambassador of Pakistan to Azerbaijan, emphasized Azerbaijan's strategic location as a transit hub, supported by strong infrastructure and rail connectivity. He advised that Pakistani businesses could secure tax and regulatory advantages by setting up businesses in Azerbaijan.



STRENGTHENING LOGISTICS AND TRADE CONNECTIVITY

APJCCI Signs MoU with Baku Sea Port to Facilitate Warehousing, Display, and Logistics for Pakistani Exports



The delegation of the Azerbaijan–Pakistan Joint Chamber of Commerce & Industry (APJCCI), led by Mr. Ahsan Zafar Bakhtawari, Patron-in-Chief, visited the Baku Hovsan International Trade Sea Port, one of Azerbaijan's key modern logistics hubs located on the Caspian Sea coast near Baku. The delegation was warmly received by Mr. Rashad Dashdamirov, General Director, and Mr. Alimardan Guliyev, Deputy General Director, along with other senior management officials.

The meeting began with a detailed presentation on the port's operations, its development vision, and the role it plays in Azerbaijan's growing trade and logistics ecosystem. The Hovsan Port operates as part of Azerbaijan's strategy to strengthen its position as a regional transport and logistics hub within the Trans-Caspian International Transport Corridor (TITR), linking Central Asia, the South Caucasus, and Europe. The port is a vital component of the Middle Corridor Initiative, which provides multimodal connectivity through rail, road, and maritime networks, enabling seamless cargo movement between Asia and Europe.

The hosts informed the delegation that the Hovsan Port operates 24 hours a day, seven days a week, currently handling around 500 containers per month, with significant expansion plans in progress to increase throughput and storage capacity. The facility is fully integrated with Azerbaijan's rail network through four dedicated railway lines, allowing direct transportation to inland destinations and industrial centers. The port also houses a customs terminal, cargo handling equipment, bonded warehouses, and modern IT systems that support efficient tracking and cargo management.

During the discussions, Mr. Ahsan Zafar Bakhtawari commended the rapid development and strategic vision behind the Hovsan Port project. He noted that the port's infrastructure, combined with its connectivity advantages, made it an ideal gateway for Pakistani exports not only to Azerbaijan but also to the wider Caspian, Central Asian, and Eastern European markets. Mr. Bakhtawari emphasized that Pakistan, as a growing exporter of textiles, food products, surgical instruments, and industrial goods, could greatly benefit from utilizing Hovsan Port's facilities as part of a new logistics corridor.





under the Pakistan–Azerbaijan Preferential Trade and Transit Agreements.

Mr. Bakhtawari proposed the allocation of a dedicated warehouse and display area for Pakistani products within the Hovsan Port complex. Such a facility, he explained, would enable Pakistani exporters to store, exhibit, and distribute their products directly in Azerbaijan, facilitating smoother access for local buyers and investors. He also suggested exploring the establishment of a small industrial or logistics cluster near the port, where Pakistani firms could set up joint manufacturing or packaging operations to take advantage of Azerbaijan's strategic transit position and favorable investment climate. In addition, he emphasized the importance of digitalization of port operations and the adoption of real-time shipment tracking systems to enhance transparency, reduce transit delays, and improve trade facilitation between the two countries.

Responding to these proposals, Mr. Rashad Dashdamirov expressed appreciation for APJCCI's interest and vision. He agreed to allocate space for the display and warehousing of Pakistani products at the port, providing an immediate opportunity for exporters to strengthen their commercial presence in Azerbaijan. He also welcomed the idea of developing an industrial zone near the port to attract foreign investment, including from Pakistan, and offered to explore feasible models for collaboration. The Hovsan management further shared that the port is open to strategic partnerships aimed at expanding trade volumes and logistics efficiency through



The strengthening of Pakistan–Azerbaijan trade and logistics cooperation through the visit of the Azerbaijan–Pakistan Joint Chamber of Commerce & Industry (APJCCI) delegation to the Baku Hovsan International Trade Sea Port, resulting in the signing of a Memorandum of Understanding (MoU) to facilitate bilateral trade, promote Pakistani exports, and explore joint infrastructure and industrial development within the framework of regional connectivity initiatives like the Middle Corridor and TITR.



shared expertise, technology, and infrastructure development.

As a result of these constructive discussions, a Memorandum of Understanding (MoU) was signed between APJCCI and Baku Hovsan International Trade Sea Port – OJSC, formalizing cooperation between the two institutions. The agreement establishes a framework for practical collaboration to facilitate Pakistani exporters and importers, particularly through the provision of display and storage facilities, as well as the development of trade promotion initiatives to strengthen bilateral economic relations.

The visit to Hovsan Port served as an important milestone in expanding Pakistan–Azerbaijan cooperation in logistics, transport, and trade facilitation. The port's strategic location, multimodal connectivity, and forward-looking infrastructure plans make it a crucial gateway for enhancing Pakistan's regional export reach and integrating both economies more deeply into the Middle Corridor trade network.

EXPANDING AGRI-TRADE AND FOOD SECTOR COOPERATION

APJCCI Delegation's Visit to RR Group and Agrovest Centers

As part of its visit to explore trade and investment opportunities in Azerbaijan's, the delegation of the Azerbaijan–Pakistan Joint Chamber of Commerce & Industry (APJCCI) visited the Agrovest Centers of the RR Group of Companies in Baku. RR Group is one of Azerbaijan's largest and most diversified conglomerates, operating across agriculture, food distribution, construction, logistics, and trade.

The delegation was warmly welcomed by Mr. Rafiq Garayev, senior representative of RR Group, who expressed deep appreciation for the visit and highlighted the long-standing fraternal ties between Pakistan and Azerbaijan. He remarked that the two nations have always stood by each other in times of need, and this enduring political and cultural friendship now provides a strong foundation for expanding business and economic cooperation. Mr. Garayev noted that RR Group's mission is to build strategic partnerships with Pakistan particularly in agriculture, food processing, logistics, and construction drawing upon the broader context of mutual cooperation in defence, energy, and other bilateral areas.

Speaking on behalf of the delegation, Mr. Ahsan Zafar Bakhtawari thanked Mr. Garayev and the RR Group management for detailed presentations. He stated that the purpose of the visit was to connect Pakistani businessmen with Azerbaijani enterprises in relevant



sectors, enabling them to identify joint ventures, trade opportunities, and potential investments. He emphasized that Pakistani businesses are keen to explore ways of doing business in Azerbaijan, taking advantage of the country's stable economic environment, its role as a regional logistics hub, and its growing demand for agricultural and food products.

During the interaction, RR Group representatives presented a detailed overview of the company's operations. The Group is active in the construction of multi-storey commercial buildings, private housing, industrial facilities, and infrastructure projects, in addition to its wholesale distribution, warehousing, and retail operations. The company also manages a network of factories, cold storage facilities, and sales centers under its Agrovest brand, which is one of Azerbaijan's largest wholesale food distribution markets. RR Group's agricultural ventures include a government-supported sustainable farming project, livestock and poultry farming operations, and plans for developing agro-tourism to promote rural entrepreneurship and tourism-driven agricultural growth.

A key highlight of the meeting was RR Group's



expression of strong interest in importing meat from Pakistan, recognizing the country's established reputation as a producer of quality halal meat products. Mr. Garayev noted that nearly 80% of Azerbaijan's meat demand is currently met through imports, creating an immediate and substantial opportunity for Pakistani exporters to enter this market. He suggested that partnerships could be developed under long-term supply arrangements, supported by compliance with Azerbaijan's food safety standards and logistics facilitation through APJCCI and the Food Safety Agency (AFSA).

To encourage Pakistani companies to enter the Azerbaijani market and on the recommendation of Mr. Ahsan Zafar Bakhtawari, RR Group offered to make display and warehouse spaces available free of cost or at subsidized rates for one year.



This incentive, he explained, would provide Pakistani exporters with a low-risk opportunity to showcase their products, test market response, and establish their business presence in Azerbaijan's retail and wholesale markets.



The delegation was taken on a comprehensive tour of RR Group's Agrovest facilities, which provided a firsthand view of modern infrastructure, and operational quality.

The delegation committed to sharing detailed information on these opportunities with Pakistani exporters and to coordinating future business missions to further explore partnerships. RR Group, in turn, agreed to provide detailed terms and conditions for the use of its facilities and to host subsequent Pakistani delegations at its farms, processing units, and distribution centers. Both sides also discussed the potential for collaboration in agro-tourism, an emerging sector that could combine agriculture, investment, and tourism promotion between Pakistan and Azerbaijan.

APPOINTMENT BABAK HUSEYNLI AS TRADE & INVESTMENT COORDINATOR FOR PAKISTAN-AZERBAIJAN COOPERATION



In recognition of his deep experience in international trade, investment strategy, and public-private coordination, Azerbaijan Pakistan Joint Chamber of Commerce & Industry - APJCCI has appointed Mr. Babak Huseynli as the Coordinator for Azerbaijan-Pakistan Trade and Investment Promotion. In this capacity, Mr. Huseynli will play a central role in bridging institutional, governmental, and private sector linkages between both countries, ensuring that high-level dialogues translate into concrete business action.

Mr. Huseynli, whose professional background is in global trade, investment structuring and partnership facilitation, has already undertaken critical responsibilities during the recent APJCCI delegation mission to Baku. He was instrumental in arranging meetings with key Azerbaijani government bodies and institutions (such as AZPROMO, KOBIA, AFSA, and port

authorities), coordinating site visits to major business enterprises, and organizing B2B sessions and logistical itineraries. His involvement ensured the delegation's agenda was executed smoothly and that each meeting led to productive interactions.

Going forward, Mr. Huseynli will coordinate follow-up actions, including detailed dissemination of meeting outcomes, facilitating communication between Pakistani exporters and Azerbaijani counterparts, and supporting APJCCI in hosting business forums, investor missions, and matchmaking events. He is expected to oversee the operationalization of agreements, MoUs, and pilot projects across priority sectors such as agriculture, logistics, food processing, and investment facilitation.

Mr. Huseynli's appointment underscores APJCCI's commitment to continuity, institutional capacity, and proactive follow-through. By placing a dedicated expert in this role, APJCCI shows its intent to convert visit-level enthusiasm into sustained trade flow, thereby strengthening the Pakistan-Azerbaijan economic partnership infrastructure.



Mohammed Awais Malik
Secretary General – APJCCI

Mohammed Awais Malik serves as the Secretary General of the Azerbaijan Pakistan Joint Chamber of Commerce & Industry (APJCCI). With over two decades of experience in leadership roles across the insurance and media sectors, he has organized major corporate events, election campaigns, international expos, and business tours. Actively involved in international human rights initiatives, he has represented Pakistan at numerous global conferences and training programs. A dedicated professional, he continues to strengthen trade and economic ties between Azerbaijan and Pakistan, bringing valuable expertise in communication, administration, and media engagement to the Chamber's initiatives.

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Majid Shabbir
Advisor – APJCCI

Mr. Majid Shabbir is a seasoned professional with over three decades of experience in business policy advocacy, trade facilitation, and institutional development. Having served as Secretary General/CEO of the Islamabad Chamber of Commerce and Industry, he played a pivotal role in promoting public-private dialogue and strengthening the business ecosystem in Pakistan. Currently, he serves as Advisor to the Azerbaijan-Pakistan Joint Chamber of Commerce and Industry (APJCCI), where he continues to foster bilateral cooperation, investment linkages, and sustainable industrial development between the two brotherly countries.

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RECOMMENDATIONS

Building upon the successful visit of the APJCCI business delegation to Azerbaijan and its engagements with leading institutions including AZPROMO, KOBIA, AFSA, the State Tourism Agency, the Baku Hovsan International Trade Sea Port, and RR Group of Companies the Chamber puts forward the following recommendations for the kind consideration of both governments and diplomatic missions.

These recommendations aim to strengthen bilateral economic cooperation, enhance investment flows, and translate the goodwill between our two brotherly nations into tangible results.

Strengthen Policy Coordination and Institutional Mechanisms

- **Ensure Effective Implementation of Trade Agreements:**
Both governments are encouraged to fully operationalize the Preferential Trade Agreement (PTA) and the Transit Trade Agreement (TTA) to enable exporters and importers to take maximum advantage of tariff concessions and simplified transit procedures.
- **Early Appointment of a Commercial Officer in Baku:**
The early appointment of a dedicated Commercial Officer at the Embassy of Pakistan in Baku is strongly recommended to provide on-ground support to Pakistani exporters and investors, help identify business opportunities, and facilitate continuous communication with Azerbaijani authorities and private sector entities.
- **Active Diplomatic Role in Trade Promotion:**
Both embassies should continue playing a proactive role in connecting businesses, facilitating MoUs, organizing investment forums, and promoting tourism. Regular trade briefings, business networking events, and media engagement can help raise awareness of new opportunities on both sides.

Improve Trade Facilitation, Logistics, and Connectivity

- **Strengthen Air Connectivity and Visa Facilitation:**
Increased direct flights between Islamabad, Lahore, Karachi, and Baku, along with new routes such as Sialkot–Baku, should be encouraged. Simplified visa

procedures for business persons and tourists will further strengthen people-to-people linkages and promote two-way tourism. A 2-3 year long term visa should be granted to businessmen that will help in increasing the trade and investment opportunities between the two countries.

- **Promote Multi modal Transport Links:**
Governments may explore the Pakistan-Iran-Azerbaijan transit corridor for freight movement by rail and road, complementing the sea route. A trilateral arrangement for customs cooperation and electronic data exchange would significantly reduce transit time and cost.
- **Utilize Hovsan Port as a Gateway for Pakistani Goods:**
The cooperation established between APJCCI and the Baku Hovsan International Trade Sea Port should be further developed to include dedicated display and warehouse space for Pakistani products, and the possibility of establishing a regular shipping or consolidated cargo service between Karachi/Gwadar and Baku.

Facilitate Investment and Industrial Partnerships

- **Encourage Industrial and Agro-Based Ventures:**
Pakistani companies should be encouraged to invest in Azerbaijan's Industrial Parks and Free Economic Zones, including the liberated areas of Karabakh, which offer significant tax incentives and infrastructural support. Similarly, Azerbaijani investors should be invited to explore Pakistan's Special Economic Zones (SEZs) in priority sectors such as energy, agriculture, logistics, and food processing.
- **Develop a Practical Investment Pipeline:**
AZPROMO and APJCCI, in coordination with the embassies, may prepare a joint project pipeline highlighting sector-specific investment opportunities and incentives available to investors from both countries.

Empower SMEs and Private Sector Linkages

- **Deepen Cooperation between APJCCI and KOBIA:**
The partnership between APJCCI and KOBIA should be formalized through the establishment of an APJCCI Facilitation Desk within KOBIA's SMB House

in Baku. This desk will assist Pakistani entrepreneurs in business registration, licensing, and local partnerships.

- **Regular B2B Engagements and Trade Fairs:** APJCCI, with the support of both embassies and trade promotion agencies, can organize annual business forums, B2B meetings, and trade fairs alternately in Pakistan and Azerbaijan to maintain momentum and develop sustained linkages.

Strengthen Cooperation in Food Safety, Halal Trade, and Tourism

- **Food Safety and Standards Alignment:** Cooperation between AFSA and Pakistan's PIQCA should be expanded to include joint technical sessions, online exporter briefings, and the development of simplified export guidelines to improve compliance and reduce delays in food-related trade.
- **Develop the Pakistan–Azerbaijan Halal Trade Corridor:** The Azerbaijan Halal Business Forum presents a strong opportunity to promote Pakistan's halal-certified products and services. Both countries should work toward mutual halal certification recognition and joint promotion in third markets.
- **Promote Tourism Partnerships:** The State Tourism Agency of Azerbaijan and the Pakistan Tourism Development Corporation (PTDC) may work together, with APJCCI's support, to organize tourism conferences and roadshows in major cities, introduce joint tourism packages, and attract private investment in halal and adventure tourism.

Establish Effective Follow-Up and Monitoring Mechanisms

- **Sectoral Working Groups:** Governments and Chamber can create sector-specific working groups (e.g., agriculture, logistics, tourism, SMEs, and energy) to ensure focused attention on areas with high growth potential.
- **Embassy Coordination and Reporting:** Both embassies should maintain a structured reporting system to share progress on trade promotion, investment facilitation, and tourism development. APJCCI may compile these reports into a biannual progress brief for dissemination among stakeholders.

The Azerbaijan–Pakistan Joint Chamber of Commerce & Industry (APJCCI) firmly believes that through timely action on these recommendations supported by both

governments and embassies the shared goal of achieving USD 2 billion in bilateral trade can be realized in the near future.

APJCCI reaffirms its commitment to continue serving as the bridge between public and private sectors, promoting business-to-business collaboration, policy dialogue, and long-term economic partnership between Pakistan and Azerbaijan.

Visits to ULDUZ , AZRIMED & Education Consultants



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This report concludes with a sense of optimism and a clear call to action. The APJCCI stands ready to work with all stakeholders to ensure that the promising foundations laid in Baku are built upon, leading to a new era of prosperity and partnership between Pakistan and Azerbaijan.

For further information, please contact:

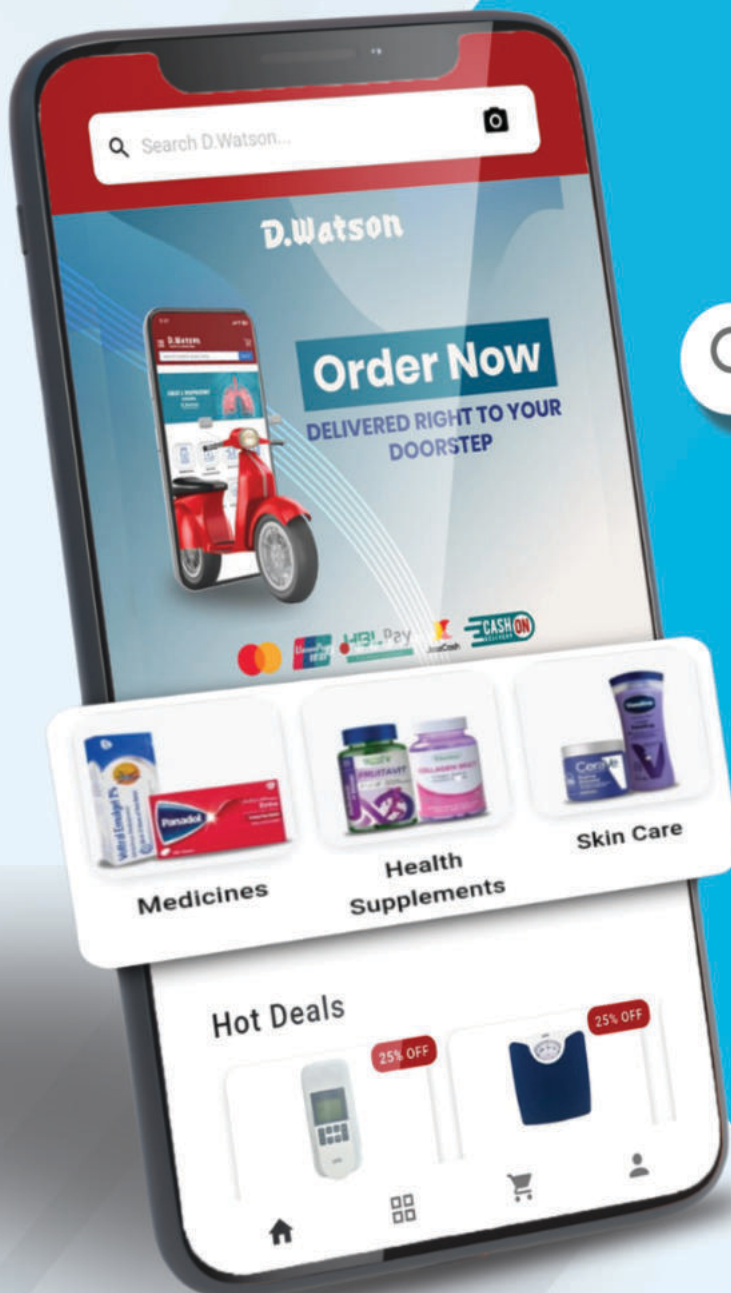
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