

By: Deidre McPhillips

EBU **ETHICAL**

BUSINESS UPDATE

The Magazine of
Corporate Responsibility

**These
Countries
Have the
Dirtiest
Coastlines**



Team

Managing Editor
Mehmood Tareen

Creative Head
Mr. Ali Jan

Photographer
Usama Tareen

**Corporate
Communication Executive**
Somia Zaib

Editorial Board
Mr. Salahuddin Haider
Mr. Manzar Naqvi
Dr. Zubair Anwer Bawani
Mr. Akhtar Shaheen

Patron
Mr. Ateeq Ur Rehman

Contact
Suite No. 507, 5th Floor,
West Land Trade Centre C-5, C.C. Area,
Block 7/8, K.C.H.S. Shaheed-e-Millat
Road, Karachi.

+92213 416 7771 - 2

info@ethicalbusinessupdate.com

editor@ethicalbusinessupdate.com

ethicalbusinessupdate@gmail.com

EBU
ETHICAL
BUSINESS UPDATE

is an online magazine with a strong heritage in the fields of ethics, governance, corporate responsibility and socially responsible investing.

Now available only on the web, but soon will be published and will be available for monthly subscription.

The mission of Ethical Business Update? Now, as then - is "to promote ethical business practices, to serve that growing community of professionals and individuals striving to work and invest in responsible ways."

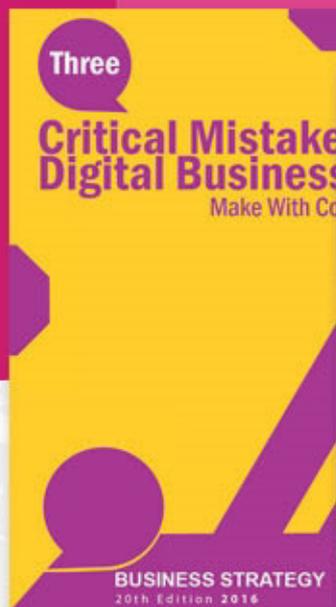
We believe this is not only how to guarantee a future for all, but makes good business sense.

A lot has changed in the more than two decades, ethics and governance have emerged as front-page news and lead agenda items in corporate board rooms and the halls of Congress.

Good corporate citizenship is now studied, advocated and sometimes practiced. Sustainability has become a goal for well-meaning small businesses as well as many of the Fortune 500.

Whether that represents real progress is open to debate. The continuing fallout from the recent economic and financial crises is a constant reminder that many systems are not working. There's plenty to discuss. Ethical Business Update aims to serve as a guide.

Contents:



04 *"The Future of Corporate Social Responsibility"*

09 *COSO – Information and Communication & Monitoring Activities*

15 *These Countries Have the Dirtiest Coastlines*

19 *Americans with More Education Have Taken Almost Every Job Created in the Recovery*

22 *Supply chain reports claim Apple will gain smartphone marketshare in 2016, 2017*

26 *Three Critical Mistakes Digital Businesses Make With Content*

32 *Valuing Stakeholder Engagement and Sustainability Reporting*

07 *Why Should Your Business Care About Social Responsibility?*

13 *How Effective Communication Will Help an Organization*

18 *Islands to lose fresh water as rising seas sink them from within*

21 *Ambitious careers boost for Wandsworth's young people*

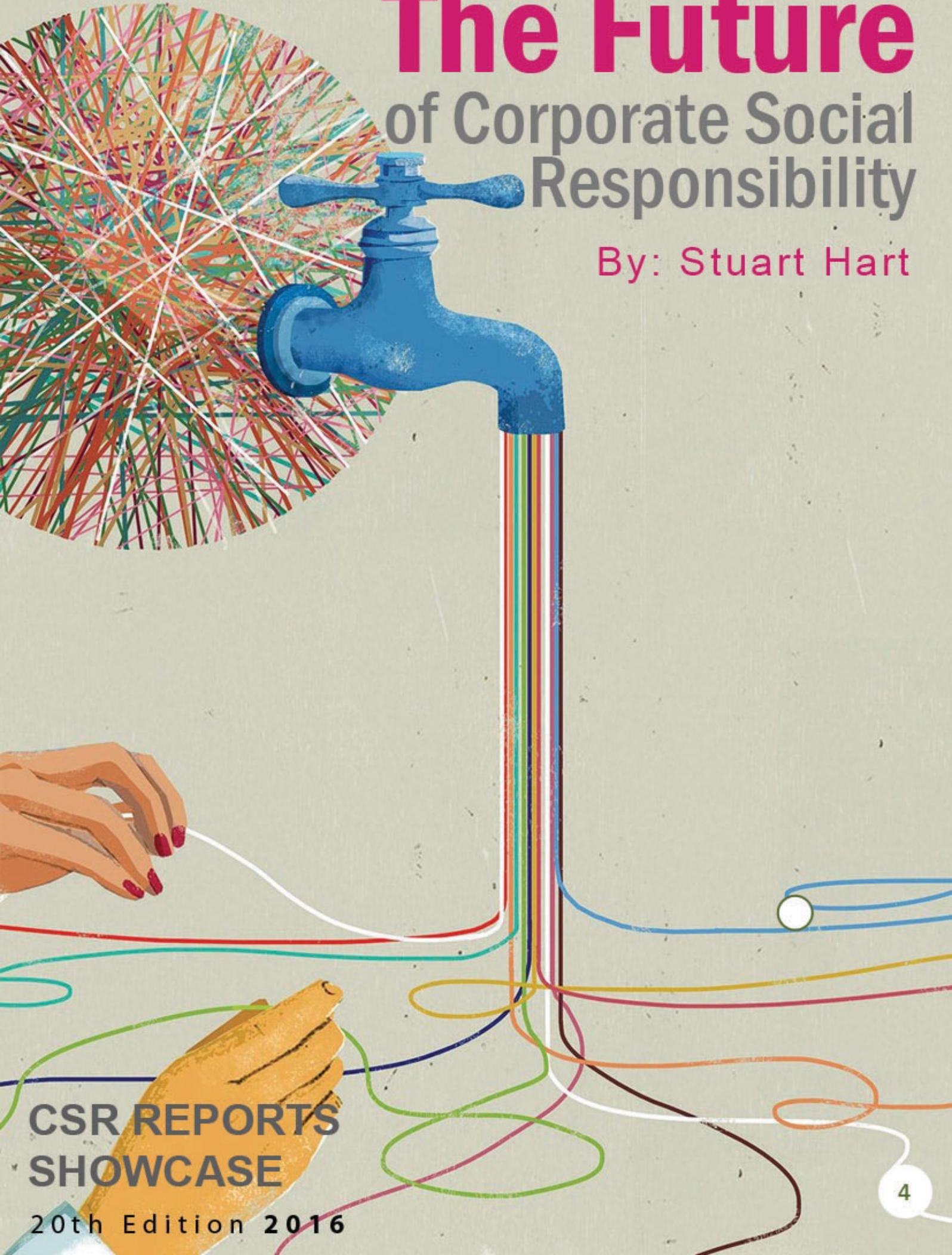
24 *Penn State Is a Key Link in the Supply Chain*

30 *Apathy at the Top: Why Senior Management Has Given Up on Its Sales Force*

34 *Stakeholder Engagement: A Core Component to Procurement Success*

The Future of Corporate Social Responsibility

By: Stuart Hart



**CSR REPORTS
SHOWCASE**

20th Edition 2016



The Future of Corporate Social Responsibility

By: Stuart Hart

There is a long-standing narrative in the field of management that goes something like this: Executives are hired to maximize profits, not social welfare: Spending shareholders' money on socially responsible but unprofitable endeavors is irresponsible.

Indeed, as stated in a recent Wall Street Journal editorial: "In cases where private profits and public interests are aligned, the idea of corporate social responsibility is irrelevant: companies that simply do everything they can to boost profits will end up increasing social welfare." But, the author argues, "in most cases, doing what's best for society means sacrificing profits...If it weren't, {society's pervasive and persistent} problems would have been solved long ago by companies seeking to maximize their profits." The ultimate solution, the author argues, "is government regulation."

There is a familiar ring to this argument. Indeed, The Economist dedicated a special section to the topic as far back as 2005. However, most realize this perspective can be traced to Milton Friedman's famous dictum: "The social responsibility of business is to increase profit." While many have demonized Friedman for his stance, it turns out—ironically—that he was right!

As he asserted in his classic 1970 article by the same title, it makes little sense for corporate managers to spend the shareholders' money on pet philanthropic projects that have little or no connection to the company's work. In fact, the core premise of "corporate social responsibility" (CSR)—profit spending for the "greater good"—is fundamentally flawed. While individuals can choose to donate their private wealth in any way they choose, corporate executives are paid to put the shareholders' capital to productive (i.e. profitable) use.

Even under the best of circumstances, it is simply not possible for companies to give away enough money to have a material impact on the world's growing list of social and environmental ills. CSR is like trying to bail out a sinking ship with a teaspoon. And as Maimonides made clear more than eight centuries ago, real philanthropy means giving anonymously. By this standard, most CSR programs today are little more than self-serving public relations gambits designed to assuage corporate guilt.





Where Milton Friedman was wrong, however, was in assuming that corporations cannot understand societal problems or environmental challenges, which he viewed as the exclusive responsibility of elected governments. It is true that corporations are not democratic institutions designed to reflect the broad “public interest.” But increasingly, it seems that the broad “public interest” is really an illusion—an abstract ideal created by enlightenment thinkers preoccupied with the design of rational and representative forms of government.

Ironically, today’s representative governments, captured by monied interests and powerful players, have become all but incapable of addressing society’s real challenges. The power of “incumbency” has rendered government a conservative (rather than progressive) force, protecting the interests of those seeking to perpetuate “yesterday’s” solutions. It should come as little surprise, for example, that Dick Cheney’s now infamous “energy task force” included no one from the renewable energy or conservation sectors. Nor should it be a surprise that current efforts by the Obama Administration to reform the financial system, reinvent health care, or craft a sensible climate policy are meeting stiff resistance.

National governments are self-interested by design, concerned first and foremost with the security and well-being of their citizens. Tragically, preoccupation with the “national interest” makes government less and less relevant in a world characterized by trans-boundary challenges such as climate change, loss of biodiversity, and international terrorism. It is not at all clear today that the sum of “national interests” equals the “public interest” of the world. The relative ineffectiveness of the United Nations system over the past five decades stands in mute testimony to this fact.

, then, the for-profit corporation may turn out to be our best hope for a “sustainable” future—economically, socially, and environmentally. Increasingly, corporations are global in scope, making them ideally suited to address trans-boundary problems and international challenges. It is not by happenstance, for example, that some multinational companies have lead initiatives to address climate change (e.g. the US Climate Action Partnership), loss of marine fisheries (e.g. the Marine Stewardship Council), and sustainable development (e.g. the World Business Council for Sustainable Development).

Even more significantly, corporations may be better positioned than governments to understand—and respond to—emerging societal needs. Not the broad and abstract “public interest” trumpeted by enlightenment thinkers, but rather the fine-grained, on-the-ground, “micro” interests of actual individuals, families, and communities (human and natural). Getting “close to the customer” is, after all, the stock and trade of the corporate world.

The profit motive can accelerate (not inhibit) the transformation toward global sustainability, with civil society, governments, and multilateral agencies all playing crucial roles as collaborators and watchdogs. Through thousands (or even millions) of business-led initiatives, we can innovate our way into tomorrow’s “clean” technology, and welcome the four billion poor at the “base of the pyramid” into the global economy. The competitive process will weed out the bad initiatives—those that work neither for people, nature, nor shareholders. And like the industrial revolution two centuries ago, this commerce-led revolution will need no central administrator.



Why Should Your Business Care About Social Responsibility?

By: Jeffrey Hayzlett

The times, they are a-changin'. So is the way we do business and the way companies present themselves to their customers.

Ten years ago, only a handful of Fortune 500 companies issued sustainability reports. Now, a large number of businesses -- large and small -- have integrated corporate social responsibility as part of their daily business routines. Today, more consumers than ever are demanding that companies change their practices, become more transparent and communicative and take a more hands-on approach to making the world a better place.

Not too long ago, I would have said the latter. Many business leaders used to refer to CSR as "hypocritical window dressing" and shove it back into its place (they thought) as a small offshoot of the public relations or philanthropy department

CSR was an afterthought to many and was dusted off only if leaders needed to minimize their companies' negative impact following a scandal. But that's changed: CSR is now more of a direct corporate response to consumers' ever-growing demands for transparency.

Can today's businesses be catalysts of change? They have to be! Corporate social responsibility is one of the ways business has changed and will continue to do so throughout this New Year. If CSR is still a murky arena for you, here are some things to keep in mind:

1. Don't ignore CSR

Ignoring your company's social responsibility could spell disaster. In fact, CSR should be an active part of your business plan for 2016; it's never too late to start making a difference. Consumers frown upon companies that ignore social responsibility and develop unethical reputations. What's more, companies with these reputations are more likely to stumble into legal troubles, which could result in their failure.

In short, companies care about social responsibility because customers do. In this electronic age, consumers are far savvier and can search for a company's record and labor practices any time they want. Then, they'll take to social media to talk about it -- using those platforms as a powerful tool to spread the word, positive or otherwise.

Additionally, companies are using social responsibility as a recruiting tool, and prospective employees name a company's stature in the community as the second most important driver of employee engagement.



2. Capitalize on the ‘bottom of the pyramid’

The "bottom of the pyramid": What does that mean? It means that, as a result of CSR, many blue chip companies are looking to empower the poorest sector of the population -- domestically and abroad -- in order to balance the scales and create more opportunity and even a prospective set of new customers down the road.

Not to mention that CSR can increase a company's bottom line. Making money is one of my conditions of satisfaction, and who doesn't want to make money? It's a win-win for everyone when you make money and have a positive impact in the world.

An example of this practice is corporate giant Cola-Cola and its "5by20" program. This initiative was created to empower five million women entrepreneurs worldwide by 2020. Research indicates that empowering women can have a long-lasting effect, including increased revenues and numbers of workers, plus better-educated and healthier families -- all of which lead to more prosperous communities.

3. Save the cheerleader, save the world.

Don't worry! There are no cheerleaders involved here, but this popular catch phrase from the TV show Heroes perfectly describes how corporations are genuinely looking to make a difference in the world, by helping one person/one community at a time. The good news is, you don't need to be a big corporation like Coca-Cola or Visa to make a difference. Many small and medium-size businesses are getting into the game, too.

These smaller or even niche companies are exemplifying the "3 P's" principle: people, planet, profits. And this aim, in turn, has given rise to the "B-corporation" ("B" for "benefit") -- a new kind of business entity that by law is required to generate social and environmental advantages in order to operate.

B-corporations are now recognized in seven states, including New York and California, and the way they integrate their CSR into their normal business practices can have a big effect on how publicly traded companies view their corporate vision and objectives, basically rethinking the relationship between Wall Street investors and business management.

As a businessman myself from a small town in South Dakota, I believe, as do a lot of business executives, in giving back to the community and paving the way for the next generation of marketers and business people.

Whatever cause you yourself support, be sure to be transparent with your practices and honest with your customers. You must be authentic if you're going to be successful at anything; otherwise, you will be labeled as disingenuous and will lose the trust of your customers. Trust is the most fragile relationship you could ever have. Once it's gone, you'll find it next to impossible to get it back.

And I don't need to tell you that's that's a really bad move!

Bottom line, what may have started out as a knee-jerk reaction has become a new business standard, and yet another sign of these "changin" times.

COSO

Information & Communication & Monitoring Activities



**COMMUNICATION
& REPORTING**

20th Edition 2016



COSO Information and Communication & Monitoring Activities

The management of an entity need to evaluate the internal control of the firm to determine whether the components are not only present but also functioning. In this publication, we will be looking at the final two of the five COSO components and the related principles

Information and Communication:

Information is necessary for the entity to carry out internal control responsibilities to support the achievement of its objectives. Management obtains or generates and uses relevant and quality information from both internal and external sources to support the functioning of internal control. Communication is the continual, iterative process of providing, sharing, and obtaining necessary information. Internal communication is the means by which information is disseminated throughout the organization, flowing up, down, and across the entity. It enables personnel to receive a clear message from senior management that control responsibilities must be taken seriously. External communication is twofold: it enables inbound communication of relevant external information and provides information to external parties in response to requirements and expectations.

Monitoring Activities:

Ongoing evaluations, separate evaluations, or some combination of the two are used to ascertain whether each of the five components of internal control, including controls to effect the principles within each component, is present and functioning. Ongoing evaluations, built into business processes at different levels of the entity, provide timely information. Separate evaluations, conducted periodically, will vary in scope and frequency depending on assessment of risks, effectiveness of ongoing evaluations, and other management considerations. Findings are evaluated against criteria established by regulators, standard-setting bodies, or management and the board of directors, and deficiencies are communicated to management and the board of directors as appropriate.

The Information and Communication component and the Monitoring Activities component are the last two components of the Framework. The Information and Communication component has three (3) while the Monitoring Activities has two (2) principles.

1. The organization obtains or generates and uses relevant, quality information to support the functioning of internal control.

2. The organization internally communicates information, including objectives and responsibilities for internal control, necessary to support the functioning of internal control. 10



3. The organization communicates with external parties regarding matters affecting the functioning of internal control.
4. The organization selects, develops, and performs ongoing and or separate evaluations to ascertain whether the components of internal control are present and functioning.
5. The organization evaluates and communicates internal control deficiencies in a timely

The principles relating to Information and Communication include;

The organization obtains or generates and uses relevant, quality information to support the functioning of internal control:

The importance of information to the management of an organization cannot be over-emphasized. Relevant information can be sourced both internally and externally and there could be new requirements by regulatory bodies on financial reporting or information to support the functioning of internal control. The management therefore has to make conscious efforts to obtain information on their internal control responsibilities.

The approaches that can be taken to achieve the objective of this principle include Creating an Inventory of Information Requirements, Obtaining Information from External Sources, Obtaining Information from Non-Finance Management, Creating and Maintaining Information Repositories, Using an Application to Process Data into Information, Enhancing Information Quality through a Data Governance Program and Identifying, Securing, and Retaining Financial Data and Information.

The organization internally communicates information, including objectives and responsibilities for internal control, necessary to support the functioning of internal control:

It is not sufficient to obtain the required information on management's objectives and responsibilities on internal control, such information must properly communicated and cascaded to the appropriate persons. It has to be carried out in the right manner and at the appropriate time. Also, the use of separate reporting lines would be required for a Whistle Blowing program to function optimally.

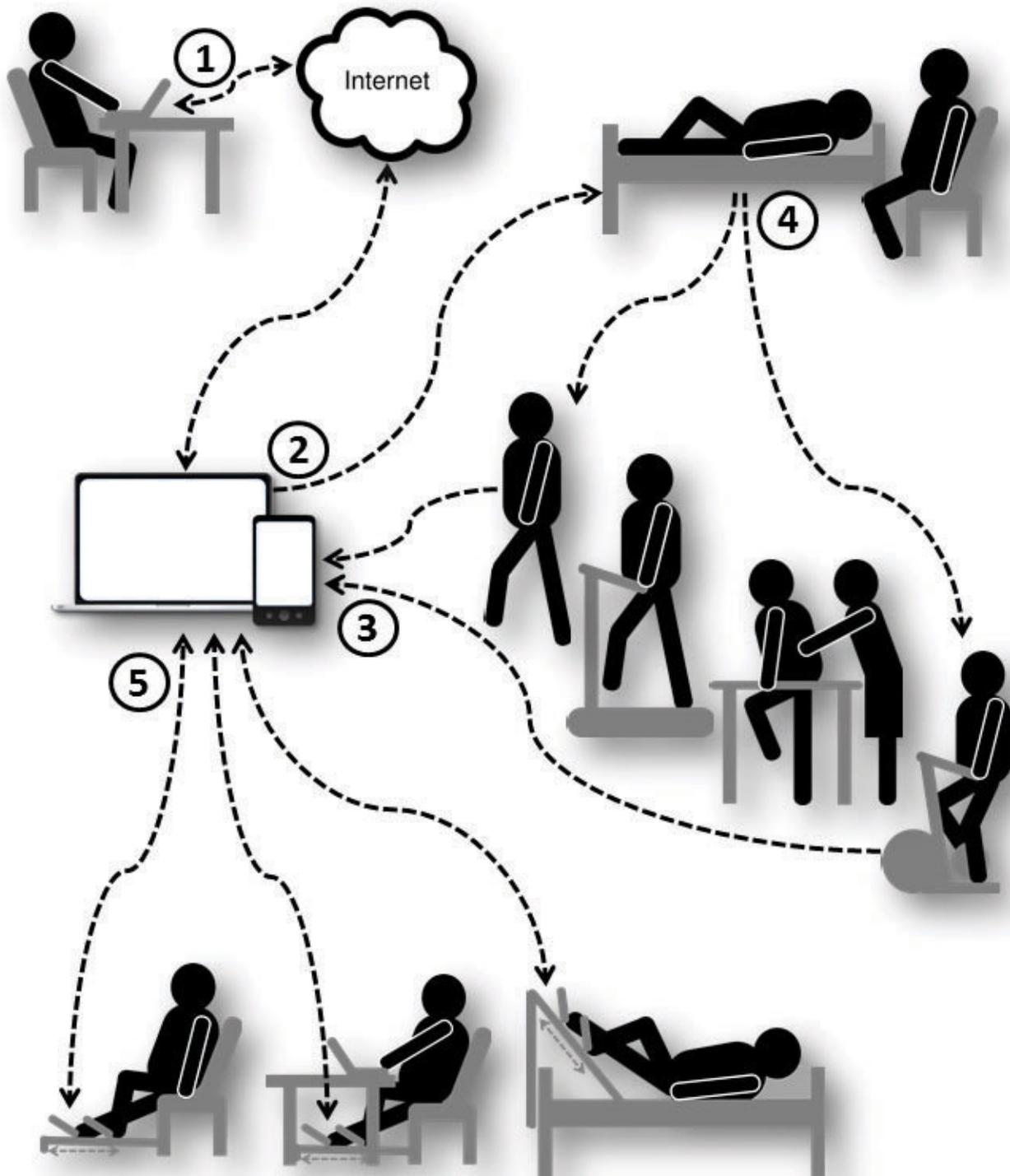
The Framework recommends the following approaches to achieve this; Communicating Information Regarding External Financial Reporting Objectives and Internal Control, Communicating Internal Control Responsibilities, Developing Guidelines for Communication to the Board of Directors, Reviewing Financial and Internal Control Information with the Board of Directors, Communicating a Whistle-Blower Program to Company Personnel, Communicating through Alternative Reporting Channels and Establishing Cross-Functional and Multidirectional Internal Control Communication Processes and Forums.



The organization communicates with external parties regarding matters affecting the functioning of internal control:

This principle deals with a plethora of issues. It states that the entity's external parties have to be involved, as matters of internal control over financial reporting have to be communicated to interested parties or those expected to possess them. It also encourages the management of the entity to obtain information on its internal control through external sources including carrying out surveys.

Communicating Information to Relevant External Parties, Obtaining Information from Outside Sources, Surveying External Parties, Communicating the Whistle-Blower Program to Outside Parties and Reviewing External Audit Communications are the methodologies recommended by the Framework.





How Effective Communication Will Help an Organization

By: Leigh Richards

Effective communication is critical to any organization and can help it in many ways. In fact, communication plays a role in product development, customer relations, employee management - virtually every facet of a business' operations. Employees are a key audience because they often serve as the conduit to other audiences. If employees are informed and engaged, communications with other constituencies are likely to be strong as well.

Clear Expectations

Effective communications help to establish clear expectations for employees and, perhaps surprisingly, for customers as well. For employees, clear expectations will convey how their performance will impact the company and give them an indication of what they need to do to achieve positive feedback. For customers, clear communication can help manage their expectations about service issues or even about how best to interact with the organization.

Strong Relationships

Effective communication builds strong relationships. Trust and loyalty are key factors in any relationship and both are boosted by communication that is focused on meeting individual needs, conveying important information and providing feedback - positive and constructive. Strong relationships with external audiences also build strong solid communication about products, services and company culture and values.

Ideas and Innovation

Open channels of communication can lead to new ideas and innovation in a number of areas. Employees that understand what's important to their companies can focus on making

improvements and spotting opportunities for innovation that can help further success. When employees know their ideas will be sought after, that company leaders will have open minds and be responsive to their feedback, they're more likely to contribute their ideas. Customers also can be a source of great ideas to help improve products and services.





Customer Ambassador

The more employees know about the company, its culture, its products and services, and its response to any negative issues, the better job they can do of serving as ambassadors to the community, their friends, relatives and other business connections. Employees who feel they have a strong, positive relationship with their employers and trust the information they receive from their employers will be more likely to share that information with others. Employees can be a highly valued and trusted source of information about a company and its products and services.

Strong Teamwork

Effective organizational communication will lead to strong teamwork and the ability for employees at all levels of the organization to work together to achieve company goals. In addition, effective organizational communication will provide employees the knowledge, structure and positive work environment they need to feel comfortable dealing with conflict and resolving issues effectively.





easy pay

PAKISTAN'S FIRST COMPLETE AND MOST SECURE
ONLINE PAYMENT PLATFORM

PAYMENT METHODS



- 1. Easypaisa Account**
Over 10 million customers can pay directly from their Easypaisa Mobile Account

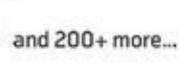
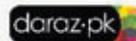


- 2. Easypaisa Shop**
Any one can pay at over 75,000 Easypaisa Shops across Pakistan



- 3. Debit/Credit Card**
Any local or international Visa/Mastercard Credit or Debit Card holder can pay online

KEY MERCHANTS



By: Deidre McPhillips

These Countries Have the Dirtiest Coastlines





These Countries

Have the Dirtiest Coastlines

By: Deidre McPhillips

Considering a visit to the beach soon? A hotel booking may not be necessary; nearly 100 mattresses were found near coastal shorelines in 2015, according to a report released by Ocean Conservancy last month.

The mattresses are just a portion of the 14 million items of ocean debris volunteers found along 25,000 miles of coastline in nearly 100 countries during the annual International Coastal Cleanup event hosted by the advocacy group in September 2015. That averages to more than 500 pieces, or 700 pounds, of trash per mile of coastline.

A 2015 study estimated that between 4.8 and 12.7 million metric tons of plastic enter the ocean each year, much more than 800,000 or so volunteers could collect and properly dispose of in one day.

"We can't just focus on the cleanups. We need to make some strides upland and inland," says Allison Schutes, senior manager of Trash Free Seas and the International Coastal Cleanup at Ocean Conservancy.

The Ocean Health Index – an assessment of how well coastal countries and regions are able to utilize and protect their ocean ecosystem in terms of 10 benefits, including clean water, tourism and biodiversity – has remained relatively unchanged in recent years.

In addition to individual behavior changes – like passing on plastic straws, the fifth-most common item collected during the cleanup – local and international policies can help with lasting change, Schutes says.

Ocean and coastal health has even recently become part of the Brexit debate. Members of the Green Alliance think tank wrote in a letter to the UK's environment secretary that leaving the European Union "would be damaging for Britain's environment," including "the quality of Britain's beaches" and "the seas we fish in." More conservative politicians in favor of Brexit have said the inverse.





But no one country is to blame, Schutes says. In many, waste management programs simply lack the infrastructure to keep pace with development.

The Philippines had the most volunteers participate in the cleanup this year, the first country to beat out the United States in the program's 30-year history and a sign that, Schutes says, attention on and awareness of the issue of ocean health is growing.

The Philippines is a nation comprised of thousands of islands in the South China Sea, making resilient public infrastructure "a major structural challenge," according to a working paper from the International Monetary Fund. Investment in the country is well below that of its regional peers, but its citizens are helping to spark change.

Just in time for World Oceans Day, here are the 10 countries with the dirtiest coastlines – be they along oceans, seas or lakes – according to data submitted by volunteers from nearly 100 countries participating in the International Coastal Cleanup.





Islands to lose

fresh water as rising seas sink them from within

By: Brian Owens

Small island nations are among the countries most at risk from climate change, as rising sea levels threaten to swamp them and make their fresh water salty.

But they face another danger – the rising seas will cause them to lose their fresh water by pushing it above ground, where it gets evaporated.

As seas rise, they not only lap higher up the beach; they also raise the level of the groundwater – sometimes above low points on the surface. This can cause existing lakes to expand and new ones to form, which speeds up evaporation.

Jason Gulley at the University of South Florida in Tampa wanted to know whether the presence of lakes on such islands would affect the amount of water lost – both for existing lakes that might grow and newly forming ones.

“Lots of work so far has focused on coastal inundation,” he says. “But there has been less focus on interior indentations that flood as sea-level rise pushes the water table higher.”

Gulley’s team used computer simulations of islands similar to those in the southern reaches of the Bahamian archipelago to show that such lake formation reduces groundwater resources more than twice as much as coastal inundation for a given amount of sea-level rise.

Fresh-water shortage

Islands tend to get all their fresh groundwater from rainfall. So islands like those in the southern Bahamas, which mostly have lakes already and lose more water to evaporation than they take in from rain, could face a real problem. “Arid regions are going to get substantial losses of fresh water,” says Gulley.

Shannon Sterling at Dalhousie University in Halifax, Canada, says that although just a small number of islands might be affected, the consequences could be severe.

“This is significant not because this new mechanism will affect large areas of the planet or have measurable changes to the global water budget, but because reductions in available water are occurring in already water-limited sensitive areas, with potentially large economic and human consequences,” says Sterling.

Gulley says the next step is to take his simulated results and figure out which real-life islands are most susceptible.

But that will not be easy. “It’s more complicated than just predicting how much coastline will be flooded,” he says. “It will require deep, island-specific knowledge of topography.”

Americans with More Education

Have Taken Almost Every Job Created in the Recovery





Americans with More Education Have Taken Almost Every Job Created in the Recovery

By: Lisa Du

As the U.S. recovery lumbers into its eighth year, Americans with at least some higher education have fared especially well in the labor market. The less-schooled, however, have found a much grimmer reality.

Of the 11.6 million jobs added since the rebound took hold in 2010, about 99 percent — or 11.5 million jobs — were filled by people with either at least some college education, a bachelor's degree or better, according to a study by Georgetown University's Center on Education and the Workforce. Only 80,000 spots went to workers with a high school diploma or less, according to the report authored by Anthony Carnevale, Tamara Jayasundera and Artem Gulish.

"It's not just a factor of a more educated population, it's how the labor market is changing," said Jayasundera in an interview. "The labor market is demanding a more skilled workforce."

The disparity points to a longer-term change in occupational patterns. Industries increasingly require higher-skilled workers, the authors wrote. In the manufacturing sector, a majority of jobs regained have gone to workers with more than a high school diploma. Technological advancements and automation have eliminated the need for clerical and administrative roles as well as hands-on jobs in sectors like construction, as those areas had some of the weakest job recoveries.

The growing supply of college-educated Americans has also contributed to the stark differences in labor-market outcomes. This year, for the first time ever, the share of people in the workforce with a bachelor's degree or higher education overtook the share of those with a high school diploma or less, according to the study.

The resulting divide between the "college haves" and "college have-nots" will have an impact on the socioeconomic makeup of America. In the past, men and women without a college education were able to work their way up to mid-level jobs with benefits and build out a middle-class lifestyle for their families, the authors said. Those opportunities are now harder to come by.

"The post-Great Recession economy has divided the country along a fault line demarcated by college education," according to the report. "For those with at least some college education, the job market is robust...By contrast, workers with a high school diploma or less hear about an economic recovery and wonder what people are talking about."



Ambitious careers boost for Wandsworth's young people

Children and young people in Wandsworth are one step closer to accessing at least 100 hours of experiences of the world of work by the age of 16 after the council launched the London Ambitions careers offer.

London Ambitions aims to modernise and transform careers and employment support for young people across London, regardless of the particular school or college they attend. It was created by London Councils, which represents the 32 boroughs and the City of London, in partnership with the Mayor's Office and the London Enterprise Panel.

Wandsworth is the first council to put London Ambitions' into practice, which will involve working with local schools and colleges to help embed the new approach within the curriculum.

The project was officially launched today (Thursday 11 February) at the new St John Bosco secondary school, Battersea.

Cllr Kathy Tracey, Wandsworth Council's executive member for children's services, said:

"Career support is a top priority here in Wandsworth and we are very well placed to pioneer the London Ambitions model. Good quality, early work experience can play a vital role in raising young people's aspirations and opening their minds to really ambitious career options.

"There is much greater scope for employers, schools, colleges and local councils to work together on this and offer valuable experience and opportunities to young people as they make important decisions that will shape their futures. The Nine Elms regeneration programme is a great example of this and we look forward to expanding the approach in the weeks ahead."

Cllr Peter John, London Councils' Executive member for children, skills and employment, said:

"Boroughs are keen to play their part in equipping children and young people to make better careers decisions, which includes helping them to access at least 100 hours of experiences of the world of work by the age of 16. Today's launch is Wandsworth's statement about its commitment to supporting local schools and colleges to improve their careers offer.

"In recent years the capital's education system has delivered transformational change in GCSE results, with London outperforming other regions. The challenge now is for everyone with a stake in London's education system and economy to transform the careers offer. Following the recommendations of the London Ambitions report is one sure-fire way of achieving this."

JazzCash

Mobilink
Microfinance Bank
jazzcash.com.pk | /jazzcash
051 111 124 444 | 4444 helpline



Step into the Digital Era with JazzCash

May it be any financial transaction, NFC Payments, Online Payments or mobile apps, JazzCash gives you ultimate solutions for all

For further details please log on to
<http://www.jazzcash.com.pk/> or call our helpline 4444

dunya ko
hataa do

Supply chain reports

claim Apple will gain smart phone
marketshare in

2016, 2017

By: Mike Wuerthele





Supply chain

reports claim Apple will gain smartphone marketshare in 2016, 2017

By: Mike Wuerthele

According to supply chain monitor DigiTimes, Samsung Electronics will likely continue to lead as the number one vendor, and Apple will rank second and manage to narrow its annual shipment gap with Samsung. Apple's product mix will continue to dominate the high-end of sales, while Samsung's spans the range from near-free to flagship offerings.

The report claims that Samsung's shipments will at best stay flat in the second half of 2016 and the first quarter of 2017, with only a 2.2 percent growth in 2017 —proportionately less growth than the market expansion.

Samsung had projected to manufacture between 12 and 13 million Galaxy Note 7 smartphones for the second half of 2016. However, after reports started gaining traction of a problematic design causing fires, the company adjusted its projected manufacturing volume and cut the number by around half in late-September.

Since Samsung is unlikely to be able to re-design and re-release a new flagship smartphone to replace the Galaxy Note 7 before the end of 2016, DigiTimes predicts that Samsung's total smartphone production for the fourth quarter spanning all of its phones will drop from around 80 million units in total, estimated after Samsung cut its Note 7 manufacturing volume by half, to only 70-75 million units.

The Apple iPhone 7 family is expected to sell around 75 million units before the end of 2016, with some estimates putting that number closer to 100 million. Apple last held the crown for largest smartphone vendor in the fourth quarter of 2010.

Additionally, Apple's sales are expected to grow 12 percent in 2017, supported by the 2016 release of the iPhone 7 family, as well as the release of a next-generation phone late in the year.

Huawei, Oppo and Vivo are expected to take the next three positions in 2017. Indian vendors will hold three positions on the top 20, staying roughly in the same positions as they are currently.

While DigiTimes has a notoriously bad track record for predicting specific details in new Apple products, it is a reliable supply chain monitor, drawing on many points of data from suppliers and component manufacturers.

Apple's next iPhone release is expected some time in 2017. The phone may feature a complete casing redesign with an edge-to-edge OLED display, with the Touch ID sensor, home button, and FaceTime camera concealed behind the screen.



Penn State is a Key Link in the Supply Chain

By: Austin weber

Logistics and supply chain management is more important to manufacturers than ever. Supplier collaboration, speed and agility are essential today. However, forecasting demand, managing raw materials, procuring parts, tracking work-in-process inventory and shipping finished goods to customers can be a daunting task.

The Center for Supply Chain Research (CSCR) at Pennsylvania State University thrives on tackling those increasingly complex challenges. With 38 faculty members and more than 1,000 student majors, Penn State boasts one of the largest academic concentrations of supply chain education and research in the United States.

“Our mission is to offer the supply chain profession the best in benchmarking, education programs, research, symposia and workshops,” says Steve Tracey, CSCR executive director. “It is also to support the Smeal College of Business in achieving research and education excellence in supply chain and information systems.”

Although the 27-year-old organization is still firmly rooted in traditional aspects of distribution, procurement and transportation, research efforts also focus on newer topics such as demand-driven supply networks, human behavior modeling and low-cost country sourcing.

One of Tracey’s colleagues recently published a research study on the role of maintenance and repair operations in automated distribution centers. Other colleagues are working with pharmaceutical companies on the newly enacted Drug Supply Chain Security Act. They’re examining the best way to use technology to track products on their journey from plant floor to store shelf.

Last year, CSCR was involved in 60 research projects involving more than 100 Penn State students. Many of those efforts addressed hot buttons in the supply chain business, such as analytics, risk management, security, sustainability and talent development.

“Supply chains are interconnected today, so data analytics and cybersecurity are critically important,” explains Tracey. “Many companies are also trying to figure out how to have a sustainable supply chain strategy. In addition, omnichannel execution has become increasingly important because of the advent of e-commerce.”





The CSCR sponsors an on-campus career fair twice a year. It attracts many leaders in the supply chain industry, including consumer goods companies such as Procter & Gamble and Unilever; high-tech firms like Dell and IBM; manufacturers such as Danaher and Rockwell Automation; professional service firms like Deloitte and EY; retailers such as Amazon and Walmart; and third-party logistics providers like FedEx and UPS.

“Our students get jobs all over the United States and throughout the world,” claims Tracey. “More than 90 percent of our most recent senior class also participated in at least one co-op or internship program. Many companies use them as recruiting tools and as a way to evaluate prospective employees.”

In addition, Penn State students often visit local distribution centers operated by companies such as REI, Target and Wegmans. That allows them to see state-of-the-art facilities up close.

Besides educating future generations of supply chain professionals, the CSCR offers a large portfolio of campus-based continuing education programs. Every year, it sponsors several symposiums that focus on a variety of hot topics in supply chain management. The next event, on Oct. 12-13, will address supplier innovation.

“We try to bring in speakers from both academia and the supply chain profession,” says Tracey. “We also participate in many trades shows and conferences around the country, in addition to organizing podcasts and webinars.”

Twice a year, CSCR sponsors an invitation-only, issues discussion program called the Supply Chain Leaders Forum.

“The program is intended for mid- to senior-level supply chain executives,” notes Tracey. “Its purpose is to foster peer-to-peer discussions of current issues and to seek commonalities in business practice.”

The organization also features a powerful lineup of more than 50 corporate sponsors, including blue-chip manufacturers such as Boeing, General Electric, Johnson & Johnson and Lockheed Martin. The sponsors gain exclusive access to CSCR research and can participate in workshops on various topics, such as how to hire, train and retain talent.

Three

Critical Mistakes Digital Businesses

Make With Content

BUSINESS STRATEGY

20th Edition 2016



Three Critical Mistakes Digital Businesses Make With Content

The world is drowning in content. As a business competing in the digital realm, it can be tempting to believe that the key to success is to produce better content to rise above the digital clutter. That kind of approach, however, represents a basic misconception about how the digital world works, says Bharat Anand.

“What digital technology is fundamentally good at is connecting people,” says Anand, the Henry R. Byers Professor of Business Administration in the Strategy Unit at Harvard Business School. “Most companies that have experienced digital success—Facebook, Amazon, Uber, Airbnb, and others—are not just creators of products, but connectors.”

Anand explores this phenomenon, and the tension between “content” versus “connections,” in a new book *The Content Trap: A Strategist’s Guide to Digital Change*. In it, he explores digital transformation efforts in media, entertainment, and related arenas that have experienced nearly a quarter-century of digital change, with a view to understanding what lessons can extend to other sectors.

The book traces its roots in part to a Harvard Business School Executive Education program on digital strategy Anand created many years ago with Felix Oberholzer-Gee, Andreas Andresen Professor of Business Administration in the Strategy Unit, for companies struggling to adapt to the digital realm. The professors saw the same problems repeated over and over, “many of which came from pursuing seemingly rational mindsets that turn out to be flawed.”

“Conventional wisdom is that the internet destroyed newspapers because online news is cheaper, faster, and better,” says Anand. Most newspaper companies responded by investing heavily in online news sites of their own. “But the real problem was losing revenue generated by classified ads to sites like Craigslist and Monster.com.”

One company that recognized the threat was Schibsted, the largest newspaper company in Norway and a company Anand has been studying for a decade. In 2000, while other newspapers were pulling money back from the internet following the dotcom crash, the company invested aggressively in online classifieds. “Their thinking was if we get this right, this could be a winner-take-all market,” says Anand.

After investing heavily in the business, it emerged as the most popular classified advertising site in Norway, drawing listings from neighboring countries as well. “There were more cars sold on the site than there are cars in Norway,” says Anand. From there, the company expanded into other countries. Today it is a leading player in the world in classified ads, which constitute the vast majority of Schibsted’s operating profits.



“More interestingly,” Anand notes, “the company is taking lessons it learned by connecting people through ads back to the newsroom, where they ask a simple question when covering major news events: How can we help readers help each other?”

Anand elaborates on this idea of user connections using the example of one of the largest digital companies most Americans have never heard of: Chinese internet giant Tencent. The company began in 1998 as an instant messaging service, but has since expanded to create the microblogging product Weibo, online gaming, and the social media app WeChat.

What’s particularly interesting about the company, says Anand, is how it has monetized the service. Facebook raises 90 percent of its revenue from advertising, Tencent makes less than 20 percent from ads. Instead, it relies on virtual currencies called Q coins that users can spend to customize their online presence, buying virtual clothing, jewelry, and pets, as well as wallpapers and ringtones.

“The heart of its success is going back, first, to a deep understanding of consumer behavior, and what people are willing to pay for,” says Anand, “and then leveraging success from one product network to another—user connections.”

The second problem Anand sees in digital strategy is when a company gets too tied to one form of content or one product rather than embracing a more expansive view of its business. “We hear all the time in business that the way to be successful is to narrow product focus and leverage core competencies,” he says. “One effect of digital technology is that value in one part of a sector often gets redistributed to another.”

Take the music business. The common perception is that piracy killed the music industry: CD declines coincided with the rise of Napster in 1999. But value didn’t flow entirely to consumers—instead much of it shifted to firms with complementary product and service offerings. Says Anand, “Think about how much money we spend on hardware such as MP3 players and smartphones, or on digital broadband access that has become increasingly important to streaming digital music. The perverse outcome was that companies would often benefit at the expense of their sister divisions.” Even while Warner Music started suffering, Time Warner Cable’s fortunes were going through the roof.

Then, there were concert revenues, which started skyrocketing at the same time revenues from CDs were falling and with a bigger portion going to the artist. “It’s not a coincidence. Thirty years ago, concerts were advertisements for you to buy music; now with content prices harder to control, free or cheap music is the advertisement for seeing a live show,” says Anand.



For companies operating in digital worlds, success requires recognizing product connections, too—complements, adjacencies, and spillovers.

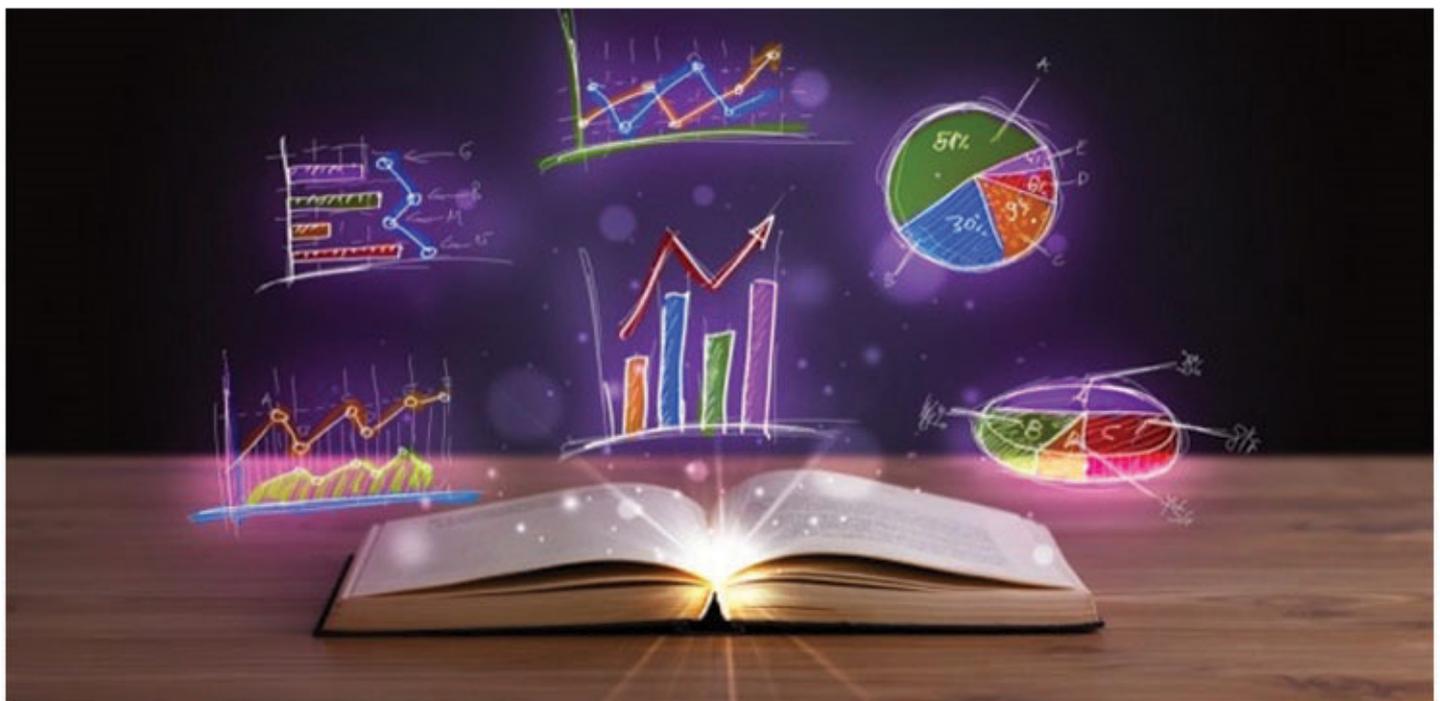
The third trap that Anand sees companies fall into is trying to follow the lead of other successful companies too formulaically. As different as digital is from the analog world, the essential points of strategy—determining what your customers want and how you are uniquely poised to provide it—remain the same. But this requires seeing and managing the interdependencies, the functional connections, across all parts of the organization. “Context matters. It’s a simple idea, and yet we so often ignore it. The best companies, even in digital worlds, create unique strategies that tap into customer needs.”

Tapping into the concept of connectedness requires a shift in organizational mindset. “Most companies find it very hard to break out of the trappings of product and content,” says Anand. “But they should. Strategic success requires shifting focus from content alone to customers and connections.”

During the last three years, and just as Anand began writing the book, he was drawn into a digital effort closer to home: online education. Together with some HBS faculty and staff colleagues, he helped create HBX (the school’s digital learning initiative), and then lead it.

The ideas in the book shaped Anand's thinking around online education and certain decisions at HBX. “A few months into the effort, the team found itself settling into a rhythm of trying to build a great platform with great content. It was the same trap,” Anand recalls. The HBX effort subsequently shifted towards leveraging the power of social learning, one of the features that is now thought to differentiate the HBX experience for its learners.

“Digital efforts in education and other sectors can benefit from looking at media firms and the experiences they’ve gone through. We’d do well to try to avoid the same mistakes that they’ve learned from.”





Apathy at the Top: Why Senior Management Has Given Up on Its Sales Force

A disturbing trend that I am seeing in the marketplace is an escalating level of apathy at the senior executive level as it relates to the effectiveness and value of their sales organizations. In other words, more and more executives seem to be “throwing in the towel” when it comes to salespeople actually being able to move the revenue needle.

As I dig deeper, I see two (2) fundamental causes for this:

1. They’ve tried and failed one too many times in training their salespeople

After repeatedly turning to various sales methodologies and sales trainings looking for the “magic bullet,” and despite investing significant amounts of money, nothing has changed from a revenue or performance perspective. Time and time again, I see companies latch on to the newest, sexiest “training du jour” (can you say “Challenger Selling?”) in the hopes that this will finally be “the one.” However, they repeatedly make the mistake of viewing the training as the end of the process when, in reality, it is just the beginning.

Measurable sales results, no matter what methodology you subscribe to, are directly correlated to the commitment of first-line sales management to actually implement what the salespeople have been trained on. Too often, with no commitment to the heavy lifting of real business process change, once they go 9 to 12 months with no measurable results, they decide “that must not have been the right training,” when the reality is that they were never really committed to it in the first place.

2. They've over-bought how much the Internet has revolutionized the sales process

There are multiple, different studies that have documented what we all know: the Internet has changed the game for vendors. With so much information available online to potential buyers, vendors have decided that the best they can do is manage, and worse, encourage inbound inquiries. What they fail to recognize is that no matter how compelling your marketing messaging may be, the best that will likely get you is a seat at the table. In fact, I see many sales organizations that have pivoted back to leading with a demo.

That was a flawed approach 30 years ago and it is a flawed approach today. From a fundamental buyer perspective, when a vendor leads with a demo, having never taken the time to understand the buyer’s needs, all they are doing is throwing garbage against the wall and hoping something sticks. Additionally, without proactive salesperson interaction (i.e. understanding the unique needs of any given buyer), they fail to build any unique business value, and even when selected, are relegated to negotiating solely on price.



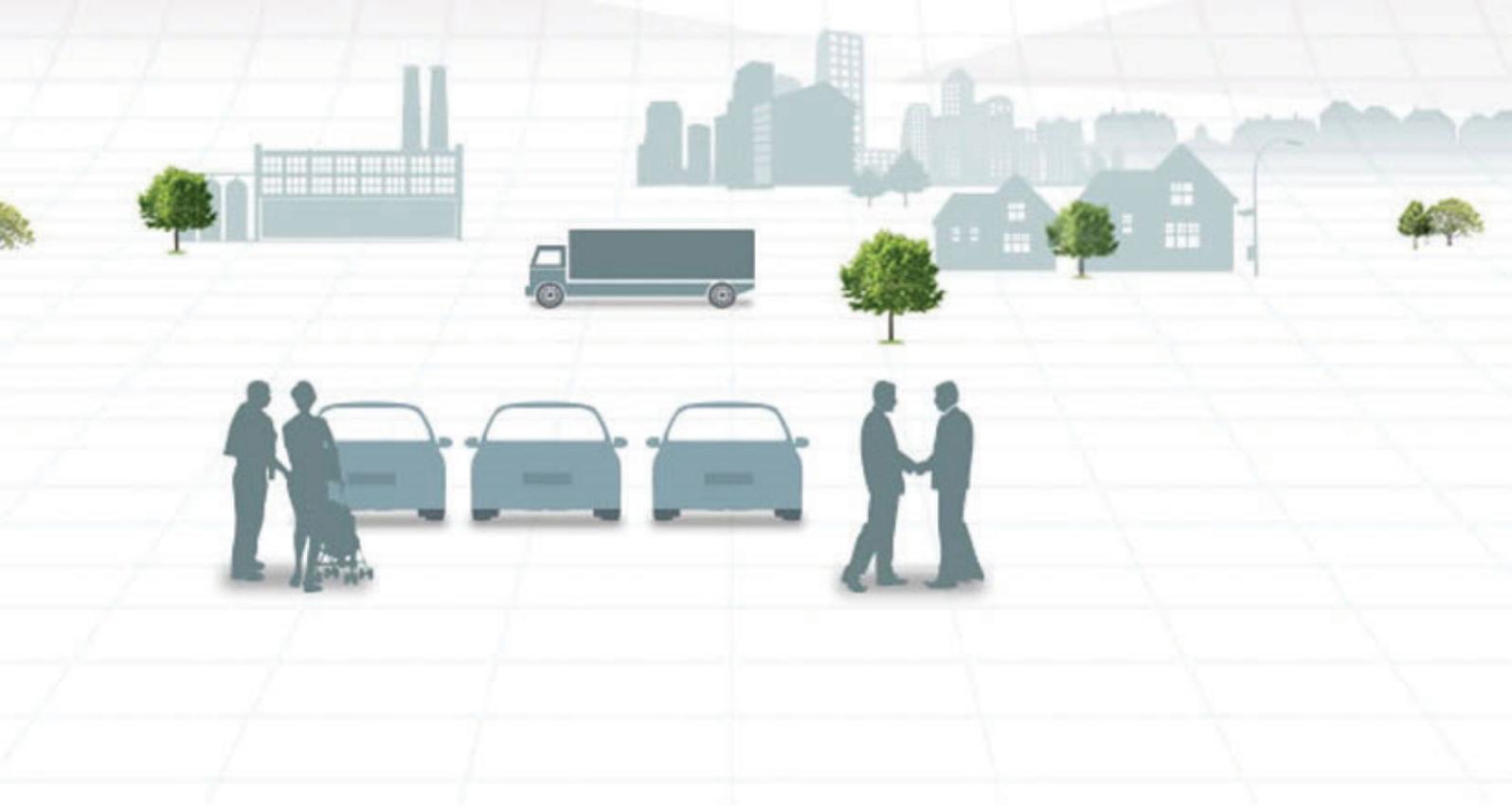
Put customers back at the center, where they belong

I'll leave you with this thought: As companies race to develop new technology, better products, and the latest, greatest features, the ones that will succeed are those that recognize it's not about them -- it's about the customer. The days of relying on your product for competitive differentiation are over.

Even if you come out with some groundbreaking feature, you have to realize your competitors have access to all of the same information on the Internet that your prospects have. They will figure out how to either replicate the functionality or how to sell around it in very short order.

The path to success in 2016 will be creating a superior buying experience for your prospects by focusing on helping them achieve their goals, solve their problems, and satisfy their needs. 2016 will be the year of using HOW you sell as the true competitive differentiator. Whether or not senior management will get behind this concept is up to them.





Valuing
**Stakeholder
Engagement**
& Sustainability Reporting
By: Mark Anthony Camilleri

**STAKEHOLDER
ENGAGEMENT**

20th Edition 2016



Valuing

Stakeholder Engagement and Sustainability Reporting

By: Mark Anthony Camilleri

This conceptual paper sheds light on some of the major intergovernmental benchmarks, guidelines and principles for corporate social responsibility (CSR), corporate governance and sustainability reporting. It reports on several governments' regulatory roles as their societal governance is intrinsically based on interdependent relationships. There are different actors and drivers who are shaping CSR communications and policies in relational frameworks. This paper mentions some of the countries that have already introduced intelligent substantive and reflexive regulations.

It also shows how certain businesses are stepping in with their commitment for sustainability issues as they set their own policies and practices for laudable organizational behaviors'. Very often, corporate businesses use non-governmental organisations' regulatory tools such as process and performance-oriented standards. These regulatory instruments focus on issues such as labour standards, human rights, health and safety, environmental protection, corporate governance and the like.

Afterwards, this paper discusses about the relationship between governance and sustainability. It makes reference to some of the relevant European Union Expert Group recommendations for non-financial reporting and CSR audits. Relevant academic contributions are indicating that customers are expecting greater disclosures, accountability and transparency in sustainability reports.

This contribution contends that the way forward is to have more proactive governments that raise the profile of CSR. It maintains that CSR communications and stakeholder engagement may bring shared value to business and society.

Ultimately, it is in the businesses' interest to implement corporate sustainability and responsibility and to forge fruitful relationships with key stakeholders, including the regulatory ones, in order to address societal, environmental, governance and economic deficits.



Stakeholder

Engagement: A Core Component to Procurement Success

By: Megan Connel

Let's face it, Procurement personnel are not always the most popular people in the office. Procurement is commonly viewed as only being interested in cutting costs no matter the consequences for that department. There are some departments that are more resistant to Procurement than others – Marketing tops that list. Procurement has to overcome the obstacle of unwilling stakeholders before they can even begin their work.

As a sourcing and procurement professional, I can say that it's not all about the bottom line for us. While savings are important, we are equally interested in maintaining and/or improving the quality of the products and the relationships of your supply base. A solid Procurement team knows that savings must be sustainable – so for example, maybe switching suppliers will produce cost savings in the short-term, but if the product quality suffers and the company loses customers, the net profits will be lower. Savings can't equate to lost profits.

In general, Procurement has a bad reputation, but for those who understand the value that a successful sourcing initiative can bring to an organization, Procurement is viewed as an ally. It is essential for Procurement to win over the stakeholders they are working with; they will not be able to successfully do their job without it.

A core component to any sourcing or procurement project is establishing a plan for how the goals, objectives, and processes will be communicated to key stakeholders. Having the right communication plan for both stakeholders and suppliers can make a significant difference in the success of an initiative.

Why can't Procurement do its job without stakeholder engagement?

First of all, if end users (i.e., anyone with day-to-day interactions with the products/services) aren't on board with the sourcing initiative from the beginning, then why would they listen to you at the end when you tell them to start using a different supplier? Also, having the buy-in from upper management and key decision makers is critical to actually getting results implemented and ensuring compliance from end users.

Most important, without the key information about products, quality standards, specifications/requirements, value-added services, etc. that only end users have, Procurement will not be able to identify accurate substitutes or alternates.



There are a number of other reasons why having stakeholders on your side is important, and while it doesn't guarantee your success, it can almost certainly lead to your downfall without it.

In the article "5 Communication Tips for Procurement Initiative Success," Coupa describes the steps that organizations can take to champion their procurement initiatives and improve the chances of success. Some of their tips include branding your initiative to encourage people to back the program; being transparent and sharing all the successes and failures of the project as it progresses; and being prepared to answer the "what's in it for me?" questions from people resisting the change. Overall, the most important thing that Procurement can do to gain stakeholder engagement is to be transparent and explain its role/objectives.

Procurement needs to communicate to all those involved in the initiative that while reducing costs is important, improving processes and supplier relationships is another key goal of any sourcing/procurement initiative.

Speaking with stakeholders during the data collection process to understand what is most important to them as end users and knowing their wants and needs out of the initiative emphasize these goals. However, you must follow through and take this information into account during the sourcing process; otherwise you are back to square one.

As Procurement works with more departments and achieves results, more people will begin to see the value that Procurement professionals bring to organizations aside from cost-savings.

Without the engagement of stakeholders throughout the entire sourcing/procurement process, the chances of a successful initiative lessen. Procurement must work to communicate their goals and objectives to all those involved in the process from the beginning and establish open communication. Building trust with stakeholders will take time, but as some experts have noted, Procurement has already made progress in the eyes of many in recent years.



easypaisa

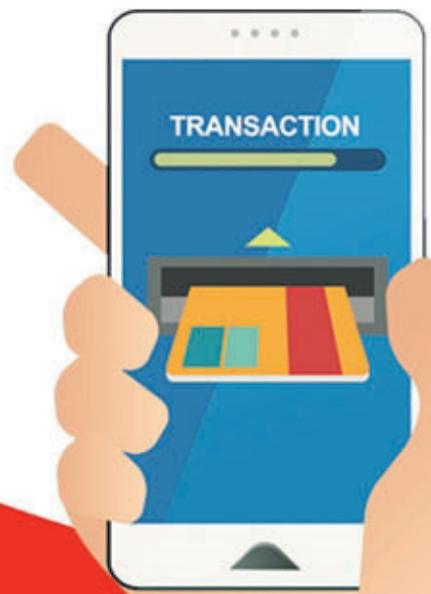
Mobile Commerce & E-Banking Summit & Exhibition 2016

2nd Annual Mobile Commerce & E-Banking Summit & Exhibition

October 20, 2016 at Marriott Hotel-Karachi.



ORGANIZER





Press Release of “2nd Annual easypaisa Mobile Commerce & E-Banking Summit & Exhibition 2016”

held on 20th October 2016 organized by The Professionals Network (TPN).

The event started with the gracious name of Almighty Creator after the Registration & Informed Networking Session.

Mr. Mehmood Tareen (Founder & CEO of The Professionals Network – TPN) during his opening address welcomed the distinguished guests and audience to the event.



He explained as how rapidly the ways and methods of communication, learning, shopping and spending are changing in recent years, simultaneously our approach towards performing banking transactions have also gone through a rapid change. He said after success of the very 1st Mobile E-Commerce & Banking Summit & Exhibition held in 2015; the 2nd Edition proudly brings a collaborative platform to the industry players, regulators, technology service providers, experts from abroad, government authorities to share their experience and knowledge towards implementing e-commerce in Pakistan to discuss potential, advancements and feasible solutions as Pakistan is experiencing

an evolving phase as the digital advancements in the financial sector are being introduced and implemented at a rapid pace.

Mr. Ateeq Ur Rehman (CEO Coastals Packers, Trade Analyst and Advisor KCCI) in his thought-provoking address discussed on the dire needs of implementing e-commerce initiatives. He stressed that e-commerce initiatives by stake-holders shall be attributed by the fact that most people prefer the ease of access and convenience that comes with e-commerce platforms. He said that branchless banking allows banks to better serve a variety of mass consumer segments, whether they are those with limited access to bank branches or those with low account balances. He admitted the fact that holding such conferences and engaging stake-holders on such critical matters is never an easy job and this conference shall make way for such further steps in the future as well.





Mr. Saeed Ahmad (Chief Guest of the Ceremony & Deputy Governor State Bank of Pakistan) applauded the efforts of Mr. Mehmood Tareen, Mr. Ateeq Ur Rehman for setting up a unique platform and mix of different professionals to discuss potential and prospects of digital advancements in Pakistan for the successive 2nd years and meanwhile also pointed out some segments which would need bit of redressal to further achieve the goal of the summit/exhibition. He also discussed on the important role of Regulators/Facilitators such as State Bank of Pakistan & Others in implementing digital and e-commerce advancements in the system. He urged the concerned authorities to form guidelines with due diligence in order to protect the rights of the consumers.



Mr. Nadeem Hussain (Founder & Coach at Planet N Group) on topic of Digitalizing Pakistan said that it is pertinent to Launch Digital Services for education, health and agriculture sector for a digitally connected Pakistan so in order to digitize government services to increase transparency and efficiency. He said strengthening the ecommerce industry of Pakistan through launch of mobile payments and utilizing mobile identities of individuals is the need of hour. Launch of internet hubs and incubators to solve problems through innovative solutions. Strengthening the Digital Innovation Ecosystem.

Mr. Tariq Sultan (Member Finance – Pakistan Telecommunication Authority) while advocating on “Realizing the Potential of Digital Financial Services in Pakistan” said the world is moving towards internet, most things in these days are getting digitalized, electronic commerce (e-commerce) has changed the way of trading in almost every sectors of business. He said that Electronic banking is today’s need as it provides easy way to monitor an account. Most of the commercial banks in the country switched to the convenience ways in accessing the accounts of the customers and giving them the freedom for the easy access.



Mr. Ghazanfar Ali (Country Manager IBM Pakistan & Afghanistan) shared his thoughts on Digital or Differentiating and said that Close Customer Connection and Coordination is important for E-Commerce & E-Business to flourish.



Mr. Abrar Ameen (CEO – Virtual Remittance Gateway) presented the case of “Learning from Global Perspectives to Achieve Financial Inclusion in Pakistan” and highlighted how Digital Age is effecting each segment and corner of the society and said that by 2026; people will go beyond recognizing national boundaries while conducting virtual business. Financial inclusion and Financial Stability can mutually be achieved through E-Commerce and E-Banking.

Mr. Veqar Ul Islam (CEO – Jaffer Business Systems) while engaging the audience through digitally staggering facts said that Mobile (Container of Information) is changing our perception to information as physical business models are being eliminated now. 700,000 Google Searches every 60 Seconds! 98,000 Tweets every 60 Seconds !6 Billion Smartphone users in this world by 2026!. He said eventually the small and medium business entrepreneurs including Vegetable Seller and Rickshaw Drivers would need to adopt and change the way of doing business by going digital through technology inclusion.



Mr. Taimoor Ali, who serves Telenor Pakistan in capacity of Assistant Manager MFI and Corporate Segments while expressing his views on the topic of “Opportunities & Challenges of Digitizing Payments in Pakistan” said that there exists a potential of 53 Million Rupees to be transacted through Mobile Account that is currently being transacted in Retail Market. He further said that Telenor and Easypaisa are more interested and engaged in bringing masses from medium and medium to low pyramid salaried structured people through Payment

Mr. Adam Dawood (Head of Yayvo – TCS E-Com Pvt. Ltd.) emphasized on the undeniable Partnership of E-Commerce & Mobile Payment and said that Mobile Commerce



refers to wireless electronic commerce used for conducting commerce or business through a handy device like cellular phone or Personal Digital Assistant (PDAs), a smartphone, or other emerging mobile equipment such as dashtop mobile devices. Mobile Commerce has been defined as follows: “Mobile Commerce is any transaction, involving the transfer of ownership or rights to use goods and services, which is initiated and/or completed by using mobile access to computermediated networks with the help of an electronic device.” He also spoke on Success Story of Yayvo.com through implementation of Digital System and highlighted the importance of attracting customer attention through Digitalization.

Mr. Fawad Abdul Kader (Head of Products Branchless Banking – Bank Al-Falah Limited) spoke and answered on-air and off-air questions of the participants on Digitalization of EOBI Cards and System and problems and hurdles being faced at the time of Registration.



During the Enlighten & Educative Panel Discussion on the Subject-matter of “The Digital Advantage: How Digital Leaders outperform their peers in every industry” – The Panelist Mr. Noor Ahmed (Head of Department, Agricultural Credit & Microfinance – State Bank of Pakistan), Dr. Sara Saeed Khurram (Co-Founder Docther), Mr. Mahmood Mirza (Head of Strategy & New Ventures, Wavetec), Dr. Shahid Qureshi (Program Director, Aman Center for Entrepreneurial Development IBA); during the discussion and while responding to the queries from participants said that the Executives in every industry – from media to electronics to paint manufacturing – face a bewildering array of new digital opportunities. They are paying attention, but they have few signposts to guide them. Most stories in the business media focus on fast-moving startups, or on a few large high-tech firms like Apple, Google, or Amazon. Digital maturity matters. It matters in every industry. And the approaches that digitally mature companies use can be adopted by any company that has the leadership drive to do so and that company holds the success passport of future business.

Furthermore; Mr. Asif Jafri (CEO Eocean Pvt. Ltd. & Founder of Verfiapp) elaborated how Verfiapp is assisting and facilitating Anti-Theft Mobile Strategy. He said while unfortunately the approach of other Telecons in case of mobile snatching/theft; user is advised to contact service provider to block the phone to recover. He also highlighted Verfiapp features and its associated technology that is facilitating users. While Mr. Humayun Bashir (Startups, Advisory, Board Governance & Ex-Country GM of IBM Pakistan and Afghanistan) discussed how Internet is sharpening our lives for last 30 years.

Mr. Humayun also spoke on future of Blockchain Technology in Pakistan. Mr. Wahaj Ahmed (Growth Hacker Careem) portrayed the vision and working of Careem in Digitizing the Business of Taxi in Karachi and future potentials. He also spoke on Key Performance Indicators of Careem’s Growth and Success and how Digital Lead is giving them lead over other modes of transport.

TITLE SPONSOR



MAIN SPONSOR



EXECUTIVE SPONSORS



LUNCH SPONSOR



TEA SPONSOR



VIRTUAL
REMITTANCE
GATEWAY

GENERAL SPONSORS



E-COM
(Private) Limited



Mr. Muhammad Haroon (DGM Finance Inclusion Habib Bank Limited) conducted the Panel Discussion.

Event was moderation by Mr. Ali Nasir. This 2nd edition of Mobile Commerce & E-Banking Summit & Exhibition brought together senior executives from across the financial world and the digital technology world to enjoy an unbeatable mix of networking, expert case studies and interactive debates on prospects of E-Commerce in Pakistan connecting decision-making attendees with thought-leading speakers, senior-level peers and industry-disrupting suppliers to collaborate on the sector's most challenging issues and challenges.

Major banks, financial institutions, mobile money transfer companies, hardware & software companies, security solutions, equipment suppliers, consultants and academia put up their stalls in exhibition area and showcased their products. This trend-setting and very first of its kind event provided opportunities for local and global networking for overall success of individual company's operating in Pakistan and benefited in various ways and means to the Pakistani Market as well as International Communities associated with these sectors.

Mr. Mehmood Tareen presented Vote of Thanks at the conclusion of the event with presentation of plaques and shields to the distinguished guests followed by Networking Lunch.