



PBIT

## PUNJAB AUSTRALIA PROJECT

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# AUSTRALIA FACTS

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- Australia is the sixth largest country in the world with almost 7.7 million square kilometers of landmass<sup>1</sup> and the seventeenth largest country based on GDP on PPP terms worth over USD 831,220 million<sup>2</sup>
- Neighboring countries include Indonesia, East Timor, and Papua New Guinea to the north, the Solomon Islands, Vanuatu, and New Caledonia to the northeast, and New Zealand to the southeast
- For at least 40,000 years before European settlement in the late 18th century, the Australian mainland and Tasmania were inhabited by indigenous Australians, who spoke around 250 language groups<sup>3</sup>
- After sporadic visits by fishermen from the immediate north, and discovery by Dutch explorers in 1606, the eastern half of Australia was claimed by the British in 1770 and initially settled through penal transportation to the colony of New South Wales
- The population grew steadily in the following years; the continent was explored, and another five largely self-governing Crown Colonies were established during the 19th century
- On 1 January 1901, the six colonies became a federation and the Commonwealth of Australia was formed. Since Federation, Australia has maintained a stable liberal democratic political system and remains a Commonwealth realm<sup>4</sup>
- A prosperous developed country with a multicultural society, Australia ranks highly in many international comparisons of national performance such as human development, quality of life, health care, life expectancy, public education, economic freedom and the protection of civil liberties and political rights
- The Commonwealth of Australia is a constitutional democracy based on a federal division of powers. The form of government used in Australia is a constitutional monarchy with a parliamentary system of government. Queen Elizabeth II is the Queen of Australia, a role that is distinct from her position as monarch of the other Commonwealth realms. The Queen is represented by the Governor-General at the federal level and by the Governors at the state level
- 51<sup>st</sup> largest country in the world in terms of population of 22 million and workforce of just over 11.6 million<sup>5</sup>



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<sup>1</sup> CIA World Factbook: Australia

<sup>2</sup> World Bank Statistics: GDP on PPP terms

<sup>3</sup> Australian Bureau of Statistics, [See Further](#)

<sup>4</sup> Further see [Australian History](#)

<sup>5</sup> Australian Bureau of Statistics, Commonwealth of Australia

- Among the most influential countries in the world and a member of the G-20
- Australia's reputation as a highly competitive economy continues to strengthen. In 2009, the Australian economy was ranked in the top three countries in the Asia-Pacific region for its overall competitiveness. Among countries with a population of 20 million or more, Australia ranks second in the world, behind only the United States<sup>6</sup>
- Investors are attracted to Australia due to its strategic location, highly skilled and multinational labor force and Democratically and politically stable economic landscape
- Australia has 6 states and two major mainland territories
- Total Trade between Pakistan and Australia in 2009 was USD 653 million<sup>7</sup>
- Australia celebrates its 110<sup>th</sup> anniversary of its independence on the 1<sup>st</sup> of January, 2011
- Major Trading Partners include China, the US and Japan in descending order of importance

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<sup>6</sup> IMD, World Competitiveness Yearbook, 2009

<sup>7</sup> TradeMap.Org

# AUSTRALIA TRADE FIGURES

Australia Import from Pak <sup>8</sup>	(000 USD)
Home Linens	47,348
Rice	19,358
Apparel	11,130
Woven Fabrics	10,095
Articles of leather	4,969
Carpets	4,654
Knit or Crochet articles	4,040
Surgical Instruments	3,731
Sports Goods	3,356
Rice Flour	2,842
Sugar Confectionery	1,896
<b>Total</b>	<b>126,309</b>

Australia Exports to Pak <sup>9</sup>	(000 USD)
Phosphate Fertilizer	114,935
Rape & Colza Oilseeds	89,053
Bituminous coal	57,317
Dried Vegetables	28,847
Lead	18,092
Paper	14,148
Earth Moving Machinery	12,501
Combined Confidential Items	10,753
Animal Fat	10,580
Medicaments	9,466
Color Pigments	7,712
<b>Total</b>	<b>411,373</b>

# AUSTRALIA DEMOGRAPHICS

Population <sup>10</sup>	2008
Total	22,374,000
Population Growth Rate	1.7%
GDP Per Capita in PPP (AUD)	47,622
GDP Per Capita in PPP (USD)	38,784

Largest Australian Cities <sup>11</sup>	Total Pop.
Sydney	4,504,469
Melbourne	3,995,537
Brisbane	2,004,262
Perth	1,658,992
Adelaide	1,187,466
Gold Coast-Tweed	577,977
Newcastle	540,796
Canberra-Queanbeyan	403,118
Canberra	351,868
Wollongong	288,984

<sup>8</sup> TradeMap.org

<sup>9</sup> Ibid

<sup>10</sup> Australian Bureau of Statistics, Commonwealth of Australia

<sup>11</sup> Ibid

### Australia and New Zealand

Relations between Australia and New Zealand, also sometimes referred to as Trans-Tasman relations due to the countries being on opposite sides of the Tasman Sea, are fairly close, with both sharing British colonial heritage and being part of the Anglosphere. At a government to government level, the relationship that Australia has with New Zealand is better developed and more extensive than with any other country.

The Prime Ministers of the two countries meet annually and consult frequently. For a number of years the Foreign Ministers of Australia and New Zealand have met twice yearly to discuss the overall relationship and foreign policy co-operation. The Trade and Defense Ministers meet their counterparts annually.

New Zealand's economic ties with Australia are strong, especially since the demise of Britain as a trading partner following its decision to join the European Economic Community in 1973. Effective from 1 January 1983 the two countries concluded the Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA or CER) for the purpose of allowing each country access to the other's markets. The Trade Agreement is at the core of the Australia-New Zealand economic/trade relationship.

In addition to its direct role in removing barriers to trans-Tasman trade, CER has provided a foundation upon which a web of complementary agreements have been built, including on the movement of people, mutual recognition of standards, taxation, government procurement and aviation. These have represented important cumulative gains in the increased integration of the two economies. Much of the recent focus has shifted to advancing the Single Economic Market, which has the objective of allowing businesses to conduct seamless operations across the Tasman without regulatory duplication.

The **Australia - New Zealand Leadership Forum** is a business-led initiative designed to further develop Australia and New Zealand's bilateral relationship as well as their joint relations in the region. A seventh such annual forum has been foreshadowed to be held in the second half of 2010<sup>12</sup>.

Hundreds of thousands of Australians and New Zealanders cross the Tasman each year as tourists, for business purposes, or to visit family members. Over 520,000 New Zealand citizens live in Australia. Around 65,000 Australians live in New Zealand. Freedom of travel is facilitated through the Trans-Tasman Travel Arrangements of 1973, which allows people from both countries to visit, live and work in either country without restriction.

Ministers and government officials from both countries participate in meetings and conferences on a wide range of issues: health, education, transport, justice, quarantine and many others. New Zealand ministers and senior officials participate, with their Australian federal and state counterparts, in many of the Council of Australian Governments (COAG) meetings which span the Australian domestic policy agenda.

The bilateral relationship with New Zealand is the closest Australia has. Both governments recently have stated the importance of the relationship and their intention to strengthen links further, especially through deeper economic integration. The bilateral visit by Prime Minister John Key of New Zealand in August of 2009 was an important point in measuring progress on the suite of initiatives agreed from the Prime Minister's March 2009 meeting in Sydney. Good progress has been achieved on most of the agenda to achieve new levels of trans-Tasman economic integration. Prime Ministers Kevin Rudd of Australia and John Key of New Zealand also reaffirmed their commitment to seamless development cooperation in the Pacific region.

Australia and New Zealand cooperate closely in the international arena and in regional bodies, such as the Pacific Islands Forum, APEC and the ASEAN Regional (Security) Forum. Formal negotiations between Australia, New Zealand and ASEAN on a free trade agreement concluded in September 2008. Both Australia and New Zealand cooperate closely in pursuing WTO goals, notably through participation in the Cairns Group - a coalition of 19 agricultural exporting countries seeking the

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<sup>12</sup> New Zealand Government press release, 2007-08-20

liberalisation of trade in agriculture. New Zealand has made valuable contributions to security in areas of high priority to Australia, notably in East Timor, Bougainville and Solomon Islands (RAMSI)

One example of an ongoing trading issue unresolved by the closer economic relations is Australia's restriction of the import of apples from New Zealand owing to fear of introducing fire blight disease. A ban on importation of New Zealand apples into Australia has been in place since 1921, following the discovery of fire blight in New Zealand in 1919. New Zealand authorities applied for re-admittance to the Australian market in 1986, 1989 and 1995, but the ban continued. Further talks over Australia's import restrictions on apples from New Zealand failed, and New Zealand initiated WTO dispute resolution proceedings in 2007.

## Australia and the US

While Australia has traditionally been aligned with the Commonwealth of Nations, it has strengthened its relationship with the United States since 1942, as Britain's influence in Asia declined.

At the governmental level, United-States-Australia relations are formalized by the Australia, New Zealand and United States (ANZUS) treaty and the Australia-United States Free Trade Agreement, where the former contains a commitment that both Australia and the United States will act to meet common dangers. It was invoked by Australia for the first time in response to the terrorist attacks of 11 September 2001. Moreover, the United States has had a considerable impact on Australian culture.

A strong and close relationship with the United States serves Australia's national interests and brings both significant benefits. Australia's longstanding partnership with the United States is founded on a shared affinity between the two people. They both have deep democratic traditions and aspirations and share elements of a common heritage and a record of cooperation and sacrifice.

The United States is Australia's single most important economic partner country. It is one of Australia's top merchandise trading partners, their largest services trading partner and the major source of foreign direct investment.

The Australia-US Ministerial Consultations (AUSMIN) are held between foreign and defense ministers. Formal consultations among senior officials include policy planning talks, political-military discussions and military-military talks. Australia, the United States and Japan have established a Trilateral Security Dialogue.

## Natural Partnership with Pakistan

Australia and Pakistan have a long-standing friendship built on common history and shared interests. Australia established diplomatic relations with Pakistan after partition and has had a resident mission in the country since 1948. In late September 2001, in recognition of Pakistan's key role in the global fight against terrorism, Australia re-established bilateral defense relations suspended following Pakistan's May 1998 nuclear tests.

Australia and Pakistan enjoy friendly and growing relations underpinned by strong people-to-people links. Australia, as a longstanding friend of Pakistan, is committed to supporting Pakistan as a partner in its efforts to confront security threats, build economic prosperity and enhance development. Australia is a foundation member of the Friends of Democratic Pakistan.

The relations between the two countries have been friendly, with executive visits from both sides taking place in 2005. Prime Minister of Australia, John Howard, visited to Pakistan in 2005 following the 2005 Kashmir earthquake which had immensely targeted the northern areas of Pakistan. He at which time announced 500 new scholarships for students in Pakistan to study in Australia.

During President Pervez Musharraf's visit in 2005, the two nations signed a counter-terrorism pact which was an agreement between Pakistan and Australia on countering terrorism, which remains a wide-scale global problem, and the memorandum also further allowed joint training exercises between the Pakistani and Australian security forces as well as the sharing of sensitive intelligence.

### Pakistan and Australia Politics

Australia's Foreign Minister, Stephen Smith, visited Pakistan in February 2009 — the first visit by an Australian Foreign Minister in over a decade — to enhance bilateral relations and urge decisive action by Pakistan against terrorism and against extremists crossing the border into Afghanistan. Mr Smith met with President Zardari and Prime Minister Gilani, as well as a number of senior ministers in the Pakistani government, including Foreign Minister Qureshi.

The Australian Government has intensified its engagement with Pakistan over the past two and a half years in the areas of security and stability, advocating for economic reform and development, building capacity and improving democratic governance. The Government announced in April 2009 it would double its development assistance to Pakistan to total \$120 million over the two years (2009-11).

In response to Pakistan's acute, complex and urgent security challenges, Australia has provided defense and law enforcement training to Pakistan and has contributed \$28 million in humanitarian assistance since September 2008.

### **People-to-people links**

People-to-people links between Australia and Pakistan are expanding. There is a growing Pakistani community in Australia of approximately 17,000 Pakistan-born people and in 2008 there were over 5000 Pakistani students studying in Australia. Under the Australia-Pakistan Scholarship Program, 500 scholarships have been made available to Pakistani students from 2005-2010 to facilitate postgraduate studies in Australia. Australia and Pakistan enjoy growing links through sport, including hockey and cricket.

### **Pakistan & Australian Economy**

Relative to other markets of equivalent size and proximity, the bilateral trade relationship is modest and Australian investment in Pakistan, and vice versa, is limited.

Total two-way trade in 2008-09 was \$659 million, compared with \$578 million in 2007. Major Australian exports to Pakistan continue to be coal, fruit and vegetables. An Australia-Pakistan bilateral trade agreement has been in force since 12 July 1990. The agreement commits both parties to "facilitate, strengthen and diversify" trade. Australia and Pakistan have a Joint Trade Committee mechanism to discuss opportunities to expand bilateral trade and investment.

- Australia and Pakistan are actively exploring avenues to expand trade and investment, particularly through agribusiness and agricultural science linkages. There are prospects for growth in trade and investment, particularly in:
- education (tertiary, vocational and corporate training)

- agribusiness (dairy, crop production, quality issues, storage and handling)
- airports (design and construction)
- mining (oil and gas exploration and development)
- processed foods, and
- IT and communications products and services.

Future sectors that may provide opportunities for Australian trade and investment include:

- clean energy technologies (including clean coal, wind and other renewable forms)
- medical technologies, and
- infrastructure investment.

With extensive natural resources, including oil and natural gas reserves, the fourth-largest coal reserves in the world and potential for hydropower, Pakistan offers opportunities for Australia's mining expertise.

### **Relations with Friends of Democratic Pakistan (FODP)**

Through Australia's foundation membership of the Friends of Democratic Pakistan and participation in the Afghanistan-Pakistan Support Group, Australia is working with Pakistan, and the international community, to ensure the best possible coordinated effort is made to support Pakistan.

The Friends of Democratic Pakistan is a diverse group that provides high-level political support to, and strategic dialogue with, Pakistan to support its efforts to address its security, economic and development challenges. The Friends of Democratic Pakistan first met on the margins of the United Nations General Assembly in September 2008. The original partners were: Australia, Pakistan, United States, United Kingdom, Canada, United Arab Emirates, Saudi Arabia, France, Germany, Italy, Turkey, China, Japan, European Union and the United Nations. Members appointed since the inaugural meeting include: Sweden, Norway, Denmark, Spain, Netherlands, Republic of Korea, Iran, European Commission, World Bank, Asian Development Bank and Islamic Development Bank.

## Australia's Special Envoy for Afghanistan and Pakistan

The appointment of Australia's Special Envoy for Afghanistan and Pakistan, Mr Ric Smith by the Prime Minister in March 2009, is a demonstration of the Government's commitment to coordinated and effective regional and international diplomacy.

## Australia Pakistan Agriculture Sector Linkages Program - Dairy Sector

In 2005 total milk production in Pakistan exceeded 29 million tonnes, making it the third largest milk producer worldwide. Dairying is by far the largest livestock sector in Pakistan, valued in at PKR 360 billion per annum (AUD 8 billion). Supply has increased by over 5% per annum over the past 15 years, but demand is anticipated to more than treble by 2020, requiring an even faster boost in production. Government of Pakistan (GoP) national plans are to increase production, raise the level of processed milk in the market to over 30% from the current level of under 5% (to improve product quality) and to improve the profitability to smallholder farmers (who produce over 80% of the milk) through streamlining marketing and increasing milk production per animal. Accordingly, the GoP identified the dairy sector as one of the key focal points for the ASLP.

- About 50-60% of buffalo and cattle are in rural subsistence farms, with most of the rest in rural market-oriented farms; this group continues to grow as their access to markets improves
- Over 70% of buffalo and cattle are in herds of less than 10 animals
  - about 70% of households with milking animals have herds of less than 5 animals,
  - while a further 20 to 25% of households have 5 to 10 animals
- In all but the peri-urban systems the livestock are a component of crop-livestock systems, integrated with wheat, maize and cotton production, in both irrigated and dryland farming systems
- Milk production per lactation for both buffalo and cattle is well below the genetic potential of the breeds used, ranging from 500kg to 2400kg per annum
- Typically the subsistence and market-oriented rural farmers achieve production levels of 500-1200kg/annum, with production primarily limited by poor nutrition
- In both cases improved production levels and profitability will require interventions that affect the whole systems, and not just the livestock component.

Given the size and complexity of the dairy sector, and the limited time available for the ASLP initiative, particular attention has been given to where and how this initiative can add value to the current system in a focussed manner and where Australian expertise can be coupled with that in Pakistan to the greatest effect. The main opportunity for Australian technical support through the ASLP is seen in enhancing the extension service and the research/extension interface, which are considered to be major bottlenecks in the development of the dairy sector, particularly the style of communication between farmers and extension staff, information available to extension staff that can be used to address farmer problems, skills and numbers of extension staff and a failure to consider problems and solutions in a whole-of-farm systems context.

### **Industry exposure visits**

A private sector dairy delegation from Pakistan visited Australia in September 2006. The visit resulted in the acquisition and import to Pakistan of 2200 high performance dairy cattle. Additional shipments of cattle from Australia have been taking place. This activity was organized by Austrade, which is implementing the private sector linkages component of the ASLP. In June 2008, a technical delegation from Pakistan visited Australia.

### **Workshops**

A dairy knowledge fair and technical workshop was held in Lahore on the 20th to 22nd of February 2007. The knowledge fair, organized by Austrade, brought Australian dairy and processing enterprises to Pakistan, while the technical workshops exposed Pakistan corporate and commercial dairy producers to management principles of high performance dairy cattle. The presentations and workshop program are available below.

### **Scoping studies**

A dairy constraints analysis study was carried out by The Agriculture Sector Linkages Program (ASLP) in May 2006 as a precursor to designing a major research, development and capacity building project for the dairy sector<sup>13</sup>. The study team travelled extensively through Punjab and Sindh Provinces and consulted widely with Government agencies, the private sector and NGOs in those Provinces and in the national capital, Islamabad. This was followed by a further project development mission to Punjab in September 2006. Recently, the dairy project team commissioned a review of vaccine production in Pakistan, which was carried out in April 2008.

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<sup>13</sup> For Further See, <http://aciagov.au/node/740>

## **Research, development and capacity building projects**

Based on the outcomes of the dairy constraints analysis and a subsequent project development mission, a major dairy development project has been developed, based around two major themes: 1: Support for a model system of smallholder dairy production, and 2: Capture and enhancement of knowledge relevant to smallholder dairy systems. This project commenced in August 2007. Its main collaborating institutions are:

- Charles Sturt University, Australia
- Livestock and Dairy Development Board, Pakistan
- Punjab Livestock and Dairy Development Department, Pakistan
- National Rural Support Program, Pakistan
- Idara-e-Kissan, Pakistan
- University of Veterinary & Animal Sciences (UVAS), Lahore, Pakistan

## PUNJAB AND AUSTRALIA'S TRADE & INVESTMENT OPPORTUNITIES

SECTORS	AREA OF COLLABORATION FOR PUNJAB	SECTOR STRENGTHS IN AUSTRALIA
<b>Agribusiness Promotion</b>	<p>Although Punjab's agriculture sector has declined as a proportion of GDP over the last 25 years, it still accounts for over 21 per cent of gross provincial product (GPP), employs 40 per cent of the workforce and is the main source of foreign exchange earnings.</p> <p>Over the last decade, growth in the agricultural sector has been an average annual growth rate of 4.4%. And although over 40% of the total agri-crop of Punjab is involved in value addition, there is still immense space for further investment in the value addition sector</p>	<p>Australia is a popular supplier of agrifood commodities and Australian companies have been active in Pakistan for a number of years.</p> <p>Australia has massive expertise in terms of downstream investment in its agricultural sector. There are many lessons to be learned from the Australian example and can provide agricultural opportunities for Punjabi exporters specifically in the following products:</p> <ol style="list-style-type: none"> <li>1. Rice</li> <li>2. Oilseed (cotton, canola, sunflower and soybean)</li> <li>3. Pulses (chickpea, lentil, mung bean and black gram)</li> </ol>
<b>Expansion Dairy Sector</b>	<p>Pakistan is the Third largest producer of Milk in the world however virtually unknown in the world as an exporter. There are certain constraints that maintain the status quo:</p> <ol style="list-style-type: none"> <li>1. There is immense wastage in the dairy sector with between 30-40% of the milk going to waste</li> <li>2. Whereas Pakistan's exports of dairy products is just under USD 35 million but in that over USD 14 million represents export of milk which is neither processed nor sweetened, and only USD 27 thousand represents exports of cheese and curd. Thus there is a vital need for investment in value addition</li> </ol>	<p>In Australia, there is a significant interest in the development of dairy sector of Punjab. That had led to successful buyer missions and development of commercial linkages between Australian and Pakistani companies. Specifically, the opportunities that lay for taking advantage of from Australia include:</p> <ol style="list-style-type: none"> <li>1. High yielding dairy livestock</li> <li>2. Halal beef and goat meat</li> <li>3. Modern abattoir</li> <li>4. Dairy products</li> </ol>
<b>Investment in Fruits and Vegetables</b>	<p>Over 40% is lost/wasted in the citrus industry, similar is the case in tomatoes, potatoes, onions, pulses, wheat and rice. This waste can be saved and through investments in downstream production techniques can be converted to dried fruit products; packaged, sorted and dehydrated</p>	<p>One of Australia's prime exports to Pakistan is dried vegetables and fruits and this investment in value addition can be easily transferable to Pakistan through Joint Ventures and unilateral investments in Punjab's agricultural sector in areas of value addition. Australia produces AUD 4.6</p>

	<p>for export, made more important for world trade.</p> <p>For example, world trade for citrus is decreasing however the trade of citrus juice has jumped manifold thus highlighting the importance of value addition.</p>	<p>billion worth of fruits and vegetables. Also, investment in storage and carrying facilities helps maintain what is produced.</p>
<b>Investment in Yield Increasing Technologies</b>	<p>Rice, Cotton and Wheat flour are high exports for both Punjab and Australia. Currently, the average yields in Punjab lag by over 73%, 55% and 70% respectively from the world's best.</p> <p>Farmers can be provided training on high-yield farming methods in both as well as high-tech machinery for cultivation of both. With investments in research and better farming techniques, this gap can be shortened by as much as 48%, 31% and 50% for the three crops respectively according to the Punjab Economic Report 2007</p>	<p>Australia is one of the largest producer and exporter of agricultural products, However, represents only 3.5% of the GDP. Australia has invested heavily in arid agricultural methods and has amassed multiple advantages in yield increases over the years. This represents a great avenue for united efforts between Pakistan and Australia in this field and Punjab can learn much from Australia's example through investments in the local agricultural sector through JVs and unilateral investments in the private sector.</p>
<b>Meat Processing and Trade</b>	<p>Owing to Punjab's enormous livestock sector, it represents a potential giant in the world meat trade. Halal meat alone being a USD 300 billion industry.</p> <p>Although Pakistan has the second largest population of buffalo and similarly impressive numbers in other ruminants, the presence of Pakistan in global meat market is negligible due to the lack of relevant packaging and transportation networks.</p> <p>Further hindering the situation is that reputed accreditation in Halal Meat does not exist in Pakistan and the exports are not able to utilize the value addition that the Halal Trademark offers</p>	<p>Australia's livestock sector is famous all over the world in terms of production value and quality. Australia is also a major exporter of beef under the Halal trademark. Pakistan can take advantage for this and can benefit from Australian expertise in this sector. Australia also has a well set up meat processing industry complete with modern abattoir, packaging plant and distribution channels. In Punjab However, most of this is don't through informal channels and thus does not add much value to the economy.</p>
<b>Healthcare Sector</b>	<p>Punjab is a province of over 93 million people. It has a large healthcare industry both in the public and private sector. The Federal government is by far the major provider of hospital care in rural areas, and is also the main provider of preventative care.</p> <p>There are over 25 large hospitals with over 500 beds capacity in the public sector run by provincial health departments. There</p>	<p>Pakistan is a market for both high and low end products depending on the customer need. There is a significant surge in the import of used medical equipment in the recent years and the government under the rule of not more than five-year-old equipment facilitates such imports</p> <p>Export opportunities in Pakistan's health industry include:</p> <ul style="list-style-type: none"> <li>• Training(paramedics/biomed technicians</li> </ul>

	<p>are also a number of large hospitals under the Ministry of Defence.</p> <p>The local healthcare industry includes a number of instrument manufacturers and pharmaceuticals; this industry largely depends on the import of raw material from UK, Germany, Japan, Korea and Taiwan. Pakistan also possesses a number of quality medical colleges mainly under the strict control of Pakistan Medical &amp; Dental Council (PMDC) and funded by the government.</p>	<p>and engineers)</p> <ul style="list-style-type: none"> <li>• Medical education</li> <li>• Hospital equipment (electro-medical equipment, eg. operating room equipment, radiology, ICU equipment, pathology lab equipment and supplies, equipment and supplies for heart surgery and angio procedures)</li> <li>• Hospital furniture including bed, nursing supplies trolley, etc.</li> <li>• Diagnostics and pathology services</li> <li>• Surgical services</li> <li>• Hospital waste management systems</li> <li>• Nursing and surgical supplies and consumables</li> </ul>
<p><b>Education</b></p>	<p>There is substantial demand in Punjab for private quality higher education along with a willingness and capacity to pay comparatively high fees.</p> <p>Government institutions no longer enjoy the reputation they had 20 years ago. Besides the spacious campuses of premier institutions, such as Punjab University and the Government College University they are no longer perceived as institutions of high academic standards.</p> <p>At the core of this deterioration is the public examination system which, by repeating the same questions every few years, rewards rote learning over intellectual dexterity. The resultant lack of comprehension and thinking skills has meant that degrees from government universities and colleges no longer serve as screening devices for selecting graduates in the job market.</p>	<p>Approximately over 10,000 Pakistani students travel overseas for further studies every year. Private institutions are seeking affiliations with universities abroad to ensure they offer information and training that is of international standard.</p> <p>In response to increased trade competition and need for a high performing work force, the Government of Punjab is strongly emphasizing vocational training. Australia's vocational education and training (VET) system delivers training that is practical and career-oriented could service some of this demand.</p> <p>In the general education market, Australia is cost competitive. The high quality and consistency of Australian education standards are major selling points.</p> <p>In the private sector, there are over 130 colleges and universities based in the major cities of Pakistan. The demand for places exceeds their availability. Investments through integration with local institutions and the set up of regional campuses can aid the situation in Punjab.</p>

<b>Improvements in Irrigation Technology</b>	<p>Punjab possesses the largest irrigation network in the world with over 14.2 million hectares of irrigated land in Punjab alone. However, all but 55 thousand hectares are irrigated through surface irrigations signified with overuse of water resources and causes soil deterioration through water logging and salination of the soil.</p>	<p>Australia has had immense successes in irrigation technologies with over 12.7% of total irrigated land irrigated through centre pivot irrigation, 4.5% by microspray methods like impact sprinklers and butterfly sprinklers and over 13.4% by drip irrigations. Thus, Australia has a great deal of expertise that can be flowed through to Pakistan in Joint Ventures of investments in the sector</p>
<b>Tax Administration</b>	<p>Currently only 17 million people in Pakistan Pay taxes. This is just over 10%. The tax margins in Pakistan are also very low with those paying taxes, their total taxed income is less that 5%. This is one of the main reasons why the Government is unable to provide the facilities and infrastructure that the burgeoning economy requires.</p>	<p>Australia has had immense success in transforming and modernizing its tax administration through computerization or information technology to improve the efficiency of their tax administration. And offers Pakistan an immense source of guidance in reforming its own sector.</p>

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