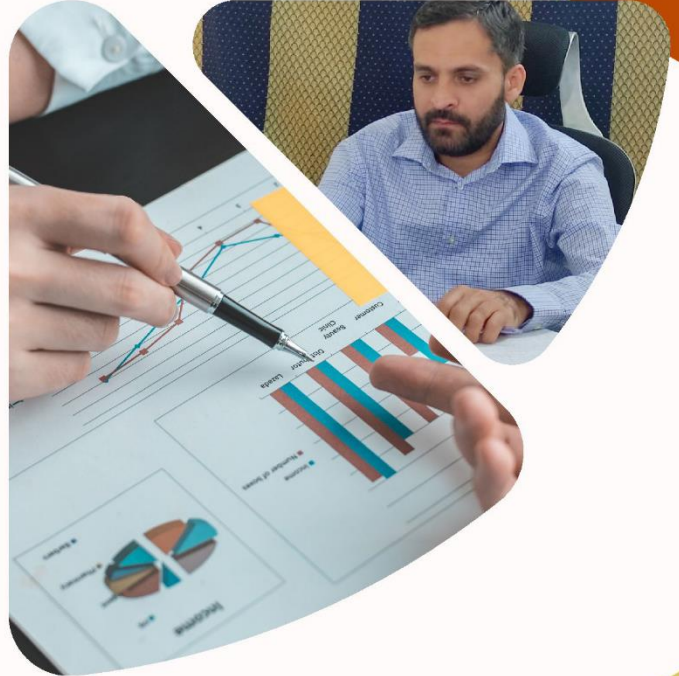
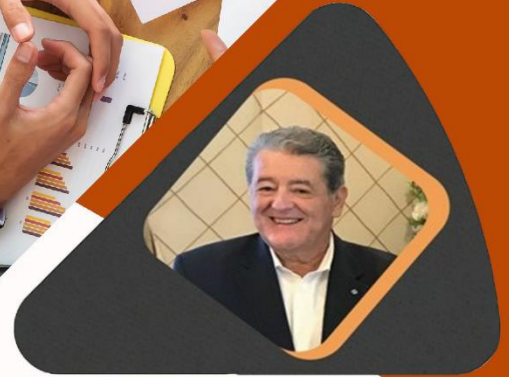


## 2023

# STRATEGIC INNOVATION



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[www.globalceosclub.com](http://www.globalceosclub.com)



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# CEO'S MESSAGE



Since the day I started my global journey with this company, your continued support is the one thing I can always count on. You showed me patience, guided and motivated me whenever the situation arose. Thanks for supporting me wholeheartedly.

*“Inspire others to keep delivering quality work”*

Professionals who know their managers can express appreciation may increase their productivity to earn praise. They can know their efforts aren't going unnoticed.

Every single team member of the Club (GCC) brought something different to the table and I appreciate that.

## Leader's Quote

*"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."*

- Rosalynn Carter

I Invite you to join on the club web portal, display your products, publish in the monthly E-Business Journal to grow all over the world.

*Sheer Afzal*





## **Global Projects Funding:**

### **Venture Capital:**

GCC work as A venture capitalist (VC) is a private equity investor that provides capital to companies with high growth potential in exchange for an equity stake.

### **Private Equity:**

GCC is your partner for Private Equity to fund your projects as equitable finance partner.

Private equity is capital invested in a company or other entity that is not publicly listed or traded. Venture capital is funding given to startups or other young businesses that show potential for long-term growth.

Hence, growth with equity is a rational and desirable objective of planning. Therefore, this objective is ensured by G.C.C. that the benefits of high growth are shared by all the people equally and hence, inequality of income is reduced along with growth in income.

### **Joint Ventures:**

GCC prime objective is to create collaboration among business community to work as JV Partners all over the world and its club manifesto and vision to combat with rivals through Jvs.

A joint venture is a combination of two or more parties that seek the development of a single enterprise or project for profit, sharing the risks associated with its development. The parties to the joint venture must be at least a combination of two natural persons or entities.



WORLD TRADE CENTER®  
BARRANQUILLA

# ALFREDO MERCADO

CONCEJO 2024-2027

Alfredo Mercado, menciona de manera orgánica que quisiera mejorar situaciones que nos competen a todos los ciudadanos teniendo en cuenta la visión del futuro, con esto hace referencia a lo que estamos viviendo con respecto al calentamiento global, mencionando que la humanidad debería ser más consciente de lo que está haciendo y recalca que se debe cuidar lo que tenemos en manos.

Por otro lado se refiere a la educación para jóvenes de bajos recursos, haciendo énfasis y comparando su historia con la de muchos que no han tenido la oportunidad de ir a una universidad y que de cualquier manera hacen el esfuerzo por superarse cada día; uno de sus objetivos con esta propuesta es la gestión de becas completas para que estas personas puedan superarse.

Por último, menciona que en sus prioridades como concejal están las personas que trabajan en el mercado, en el centro de la ciudad y sobre todo los que siempre han tenido problemas en la salud por estar desamparados en cierta medida, todo esto con el fin de que los que se sienten desprotegidos se sientan que están respaldados por una persona que está dispuesta a apoyarlos. Desde World Trade Center Barranquilla, apoyamos su campaña y deseamos muchos éxitos en la carrera.

**Written by, María Camila Mojica**  
**WTC-BAQ**



***Un sincelejano emprendedor y administrador de empresas que pretende conquistar tierras Barranquilleras con su postulación al concejo de la ciudad.***





# Samuel Libreros

Over time, the mentality has been changing with respect to the development and economy of the city and has been trying to make a political-private alliance that has made it viable to carry out infrastructure works for the benefit of the people of Barranquilla.

As soon as corruption is minimized, the available economic resources will be enough for many more things, when the common citizen creates civic conscience and begins to take care of the public things will be maintained and less money will be needed to maintain them. This will attract private investment and the city will become self-sustaining.

***"I think the leaders are creating public spaces and rescuing sites to make them attractive for tourism, that will grow the city."***

On the other hand, with respect to the comparative vision of the future, Samuel makes reference to the fact that it is complicated to compare the way in which projects are executed in the USA and any Latin American country, firstly because of the difference in budgets and secondly because of the mentality.

The American builds entire cities thinking about making them self-sustainable and in an orderly manner, in Latin America they must stick to what the budgets reach and this limits quite a lot. But he also highlights that the Barranquillero is trying to think with a modern mentality and with a planning of projects that the leaders have been respecting in the different administrations and this allows to work with a defined north that has been achieving positive results.

**Written by, María Camila Mojica**  
**WTC-BAQ**



***"I believe that Barranquilla has had a great development compared to other large Colombian cities".***

**Civil engineer with more than 25 years of experience in construction, focusing on infrastructure projects and site supervision. During this time, I have been able to help different companies to boost their revenue in more than a hundred million dollars by acquiring and successfully implementing projects in new markets both nationally and internationally.**



**Meetings:**

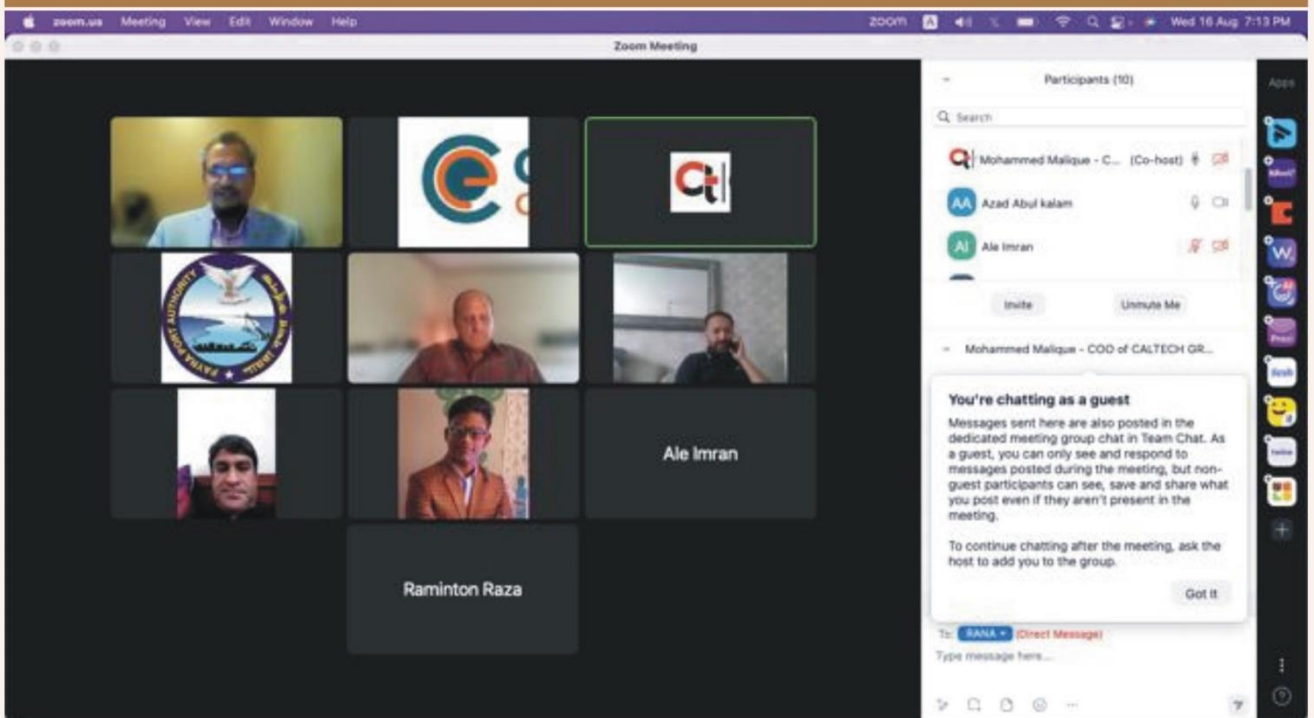


Mega investment meeting -among Mr Muhammad Malique CEO CalTech Group USA (also part of board of governors of GCC) and Mr Saud Asudaish Chairman Times Investment Saudi Arabia to invest in KSA for 2030 vision projects (Billions of Dollars) Funding





**Meeting:**



**Meeting of Club Investment Partners CalTech Trade Group USA with PAYRA Port Authority Chairman Bangladesh for investment of 20 Billion US\$**



# CEO Profile

**Name: Zafar Mehmood**

**Designation: Chairman & CEO**

**Company: Zaok Group of Companies**



## Professional Profile:

Mr. Zafar Mehmood is a businessperson and managing number of businesses successfully with dedicated and professional teams. He has visited more than 100 countries around the world and led various delegations to explore business and trade opportunities, enjoying good reputation as a committed businessperson and an exporter. He has good command on business and trade related information especially regulatory framework, industry, import and export custom laws as well. He is well connected with business community and decision makers in both Government and non-Government organizations.

## Lahore Chamber of Commerce & Industry [LCCI]:

Zafar Mehmood Currently elected as “Senior Vice President “ of LCCI for 2022-2022.

He is actively contributing in various trade forums and platforms, he is currently serving as an elected member of executive committee of Lahore Chamber of commerce & Industry, the leading and premium chamber of Pakistan. He has been serving as the chairperson of various Standing Committees in Lahore Chamber of commerce to serve the business community such as:-

- ✍ Membership
- ✍ Pakistan Africa Business Forum
- ✍ Pakistan ASEAN Business Promotion
- ✍ Youth Promotion
- ✍ Diplomat Affairs & Embassy Liaison



### Privileges & Memberships :

- ✍ **Lahore Gymkhana Golf & Country Club Lahore Pakistan**
- ✍ **Garrison Golf Club (Okara) Pakistan**
- ✍ **LDA Sports Club Lahore Pakistan**
- ✍ **Member PGA Golf Clubs**
- ✍ **Jinnah Golf & Country Club Islamabad**

### Political Position:

#### **Dy. Secretary General (Pakistan Muslim League (F))**

Mr. Zafar Mehmood is elected as Dy. Secretary General Central with the addition portfolio of Head of Overseas Pakistani and Diplomatic Affairs. PML-F aims to realize the founding vision of Pakistan through building a knowledge economy with modern infrastructure and world class human resource, building globally competitive high value agriculture and manufacturing sectors, strengthening national democratic institutions, establishing good governance & justice, ensuring equitable access to economic opportunity, alleviating poverty, protecting freedom of media, and providing quality social services to all. Our vision is a strong, democratic, developed, prosperous and just Pakistan in which every citizen enjoys equal opportunities to develop and grow without any discrimination and a harmonious society based on universal principles of social justice as enshrined in golden teachings of Islam.

#### **President PAKISTAN INDONESIA BUSINESS FORUM (PIBF):**

Mr. Zafar Mehmood is elected as the President of PAKISTAN INDONESIA BUSINESS FORUM and serving the community to improve the bilateral Business relation between both the countries, and very keen to promote the economic, cultural and social relations between the two countries.

On being elected as President PIBF at Embassy of Republic of Indonesia with His Excellency ambassador Mr. Burhan Muhammad (Late)





**President PAKISTAN AFRICA BUSINESS ASSOCIATION (PABA):**

Mr. Zafar Mehmood is serving as the President PAKISTAN AFRICA BUSINESS ASSOCIATION (PABA) for the last five years and conducted the Africa Show each year where all the African Embassies exhibited their stalls headed by the Ambassadors, where more the 20,000 businessmen visited the exhibition on a single day, he also conducted a conference where discussions about the proposals and recommendations for the promotion of economic activates were made.



**Zafar Mahmood & All African Ambassadors along with the Governor Punjab**





THE FEDERATION OF PAKISTAN  
CHAMBERS OF COMMERCE & INDUSTRY  
وفاق ایران مائے تجارت و صنعت - پاکستان

FPCCI/Coord.Wing/2023  
31<sup>st</sup> July, 2023

Executive Committee Members FPCCI  
General Body Members FPCCI  
Member Trade Bodies FPCCI  
Chairmen, Directors Business Councils of FPCCI  
Conveners, Deputy Conveners Standing Committees of FPCCI  
Prominent Members & Industrialists

Subject: **TRADE REPRESENTATION OF RUSSIAN FEDERATION IN PAKISTAN PRESENTS RED STAR COMPANY**

Dear Members,

Please find enclosed the self-explanatory information about the Russian company **RED STAR**, providing wooden furniture, received from the office of the "Trade Representation of the Russian Federation" in the Islamic Republic of Pakistan (Karachi Branch).

The Russian company "RED STAR" is currently looking for business partners in Pakistan.

The Secretary Generals of Member Trade Bodies (**Chambers & Associations**) are requested to disperse this beneficial and productive information amongst their valued and concerned members for business endeavors. Aspiring members to do business in cooperation with the company may contact the **Trade Representation** or directly the company ([www.redstar-udm.ru](http://www.redstar-udm.ru)).

Furthermore, for any inquiry and assistance please do not hesitate to contact the details given below;

**The Trade Representation  
Of the Russian Federation in the Islamic Republic of Pakistan (Karachi Branch)**

Phone: 021-3587-4393 / 3587-4394

Islamabad Head Office: [islamabad@minprom.gov.ru](mailto:islamabad@minprom.gov.ru)

Karachi Branch Office: [rustrade\\_karachi@mail.ru](mailto:rustrade_karachi@mail.ru)

Website: <https://pak.minpromtorg.gov.ru/en/>

Yours sincerely,



**Amjad Qureshi**  
Additional Secretary General

Encl: as above

Copy to:

1. Office Bearers FPCCI
2. Secretary General FPCCI
3. Deputy Secretary Generals FPCCI
4. **The Trade Representation of the Russian Federation in Pakistan (Karachi Branch)**
5. Secretaries, Capital & Regional Offices FPCCI

**FPCCI Head Office, Karachi**

Federation House, Main Clifton, Block-5, Abdullah Shah Ghazi Road, Karachi-75600, Pakistan. Tel: (92-21) 35873691-94 Fax: (92-21) 35874332 E-mail: [info@fpcci.org.pk](mailto:info@fpcci.org.pk) Web: [www.fpcci.org.pk](http://www.fpcci.org.pk)

**FPCCI Capital Office, Islamabad**  
Capital House, G-8/1,  
Arwan-e-Sanat-o-Tijarat Road,  
Mauve Area, Islamabad  
Tel: (92-51) 2251891-3, 2289303  
Fax: (92-51) 2251894  
E-mail: [islamabad.capital@fpcci.org.pk](mailto:islamabad.capital@fpcci.org.pk)

**FPCCI Regional Office, Lahore**  
50-A, Tufail Road, Lahore Cantt  
Tel: (92-42) 36670970-71  
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E-mail: [lahore.regional@fpcci.org.pk](mailto:lahore.regional@fpcci.org.pk)

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Al-Fatih Medicine Center, New Krishanpara,  
Near Bank of Punjab, Main G-T Road,  
Peshawar, Khyber Pakhtunkhwa, Pakistan.  
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E-mail: [peshawar.regional@fpcci.org.pk](mailto:peshawar.regional@fpcci.org.pk)

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E-mail: [quetta.regional@fpcci.org.pk](mailto:quetta.regional@fpcci.org.pk)

**FPCCI Regional Office, Gwadar**  
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E-mail: [gwadar.regional@fpcci.org.pk](mailto:gwadar.regional@fpcci.org.pk)



**ROYAL BUSINESS SUMMIT**



11-13  
OCT

# ROYAL BUSINESS SUMMIT

**& ART 4 PEACE AWARDS 2023**

NEW YORK, USA



EMINENT SPEAKERS

Date:

11- 13 October 2023

Purpose:

PROJECT/ INVESTMENT AND ART 4 PEACE AWARDS 2023

Venue:

NEW YORK, USA

Inviting Beverly Hills Residents And Global Peace Leaders For The First  
Tree Of Peace In Beverly Hills

## Announcement

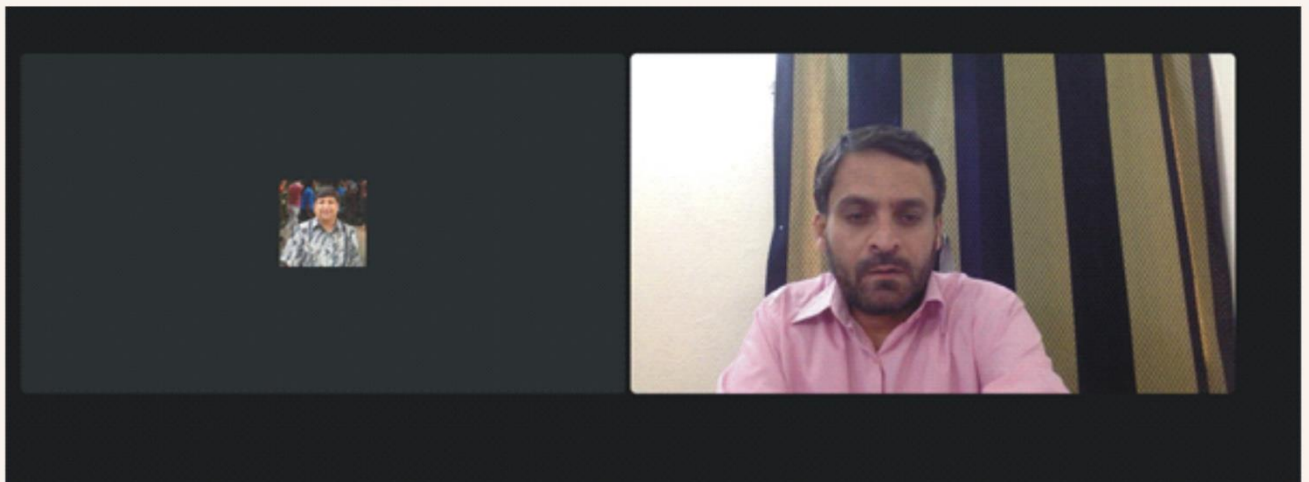
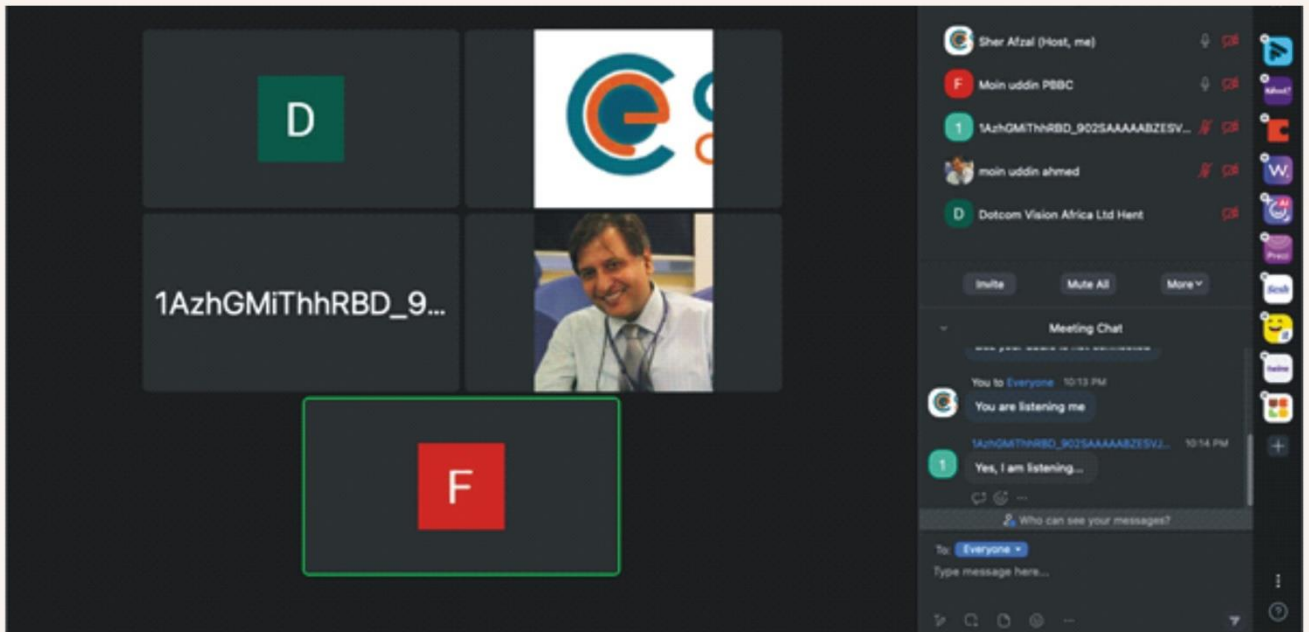
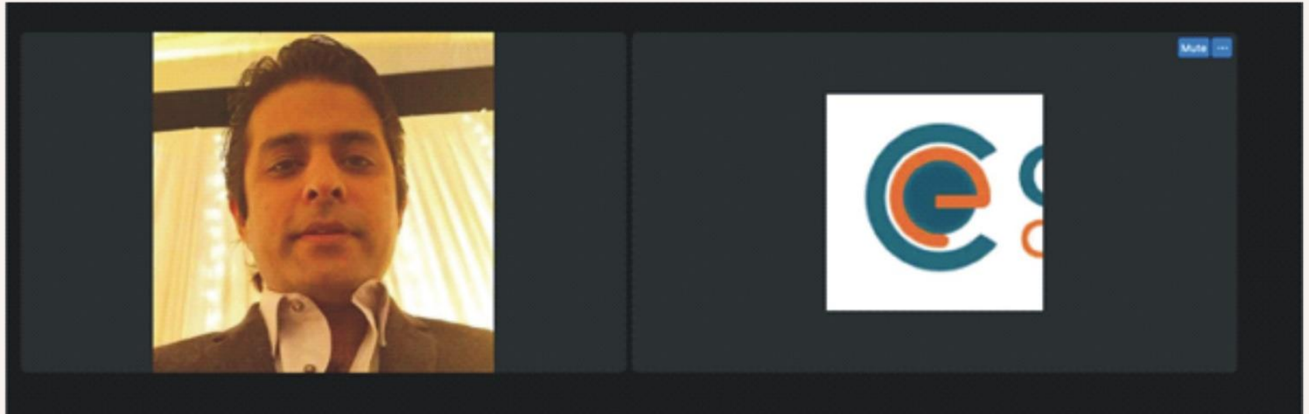
World Trade Center Association Columbia Chairman visiting Pakistan in neat future Get club membership and fix meetings with him to expand your business globally







Weekly Zoom Meeting:



## News:

The Biden administration will soon open a new immigration program to allow some Central Americans and Colombians to enter the U.S. legally and discourage would-be migrants from these countries from journeying north to cross the U.S. southern border illegally, officials announced Friday.

The Department of Homeland Security (DHS) initiative, which will formally start on July 10, will allow eligible migrants from Colombia, El Salvador, Guatemala and Honduras to fly to the U.S. and gain government work permits if they have relatives who are U.S. citizens or legal residents and have filed visa applications on their behalf.



## Why is New Jersey good for business?

A business located in central New Jersey can serve more than 38 million consumers within a two-hour drive. You can reach 33% of the United States population within a day's drive from any location in our State. New Jersey's location also provides strategic access to the world's trade, financial and regulatory centers.

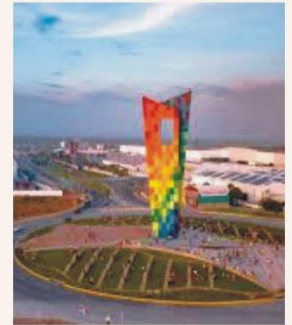


## Revitalizing The Tourism in Colombia After COVID:

Three years since the first case of coronavirus was confirmed on March 8, 2020, and pandemic that quarantined the travel sector, the numbers of foreign tourists are surging to the extent that during January, 454.727 visited the country.

This number, for one month alone, represents a 63% increase over the same period last year, and up 18% compared to the same month in 2019.

According to the Office of Economic Studies of the Ministry of Commerce, Industry and Tourism (MINCIT)



of the 454,727 foreigners who stepped foot on Colombian soil, 319,299 are non-resident foreigners; 63,626 are Colombians who reside abroad, and 71,802 are cruise ship passengers. The United States is the country with the highest in flow of visitors to Colombia, registering a participation of 23.4% in the market, followed by other nations in Latin America and Caribbean.

The report elaborated with data from the country's migration entity, Migración Colombia, confirms that in 2022 the number of non-resident visitors stood at 4.606,915, up 232% compared to 2020, and 114% more compared to 2021





Setting a historic record during the second year of President Iván Duque's administration, air traffic also showed a significant recovery last year with close to 47 million domestic and international trips. The numbers of visitors to Colombia's National Parks also increased 34% between December 2022 and January 2023, compared to the same period in 2021; and accommodation occupancy rates were 55%, one of the best rates in recent years.

The much-needed boost for the country's tourism sector has also been accompanied by greater competition by low-cost carriers to expand destinations within Colombia and abroad.



As Viva Air remains grounded as a result of a seven-month delay by the country's Civil Aeronautics Authority to approve a merger with the country's largest carrier Avianca leaving tens of thousands of passengers stranded at home and overseas, Avianca insists that a majority stake in Viva Air for US\$240 million will salvage the airline. "Airlines are fragile businesses, and the pandemic hasn't helped. More than 7 month ago we asked to be allowed to help Viva Air to be part of the solution," wrote Avianca's CEO Adrian Neuhauser.

While Aeronautica Civil held back on the merger despite Viva's deepening financial crisis, the same government entity this week authorized "immediate" entry into the domestic market of the ultra low-cost Latin American carrier JetSmart.



JetSmart, owned by the US investment fund Indigo Partners, will operate 11 Airbus A320neo on 27 domestic routes, including daily flights from Bogotá to Medellín, Cartagena, Cali, Cúcuta, Barranquilla, Pereira, Santa Marta, Montería and San Andrés. The airline was founded in Santiago, Chile, and owns the Argentine subsidiary JetSmart Argentina.

While Colombian skies have become politicized over Avianca's acquisition of a low-cost pioneer in the country, on the ground, MINCIT's numbers are encouraging. The challenge will be maintaining these high numbers in the months ahead, given on-going security risks in many regions of the country, and fears of a global economic downturn.







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JUEVES Y VIERNES | 24-25 AGOSTO 2023 |  YouTube







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Hey everyone! Are you interested in starting a business or expanding an existing one? We have the perfect solution for you! World Trade Center Barranquilla is the official and exclusive owner of the license issued by the World Trade Center associations and is now offering friends and family capital ventures. Crowdfunding has become the fastest and most efficient way to obtain funding for new business start-ups, business expansion, and operating capital. With our venture capital source, you can apply for funding directly from us. Plus, the disclosures and confidentiality agreements are incredibly secure. Follow this link to apply:

<https://startengine.referralrock.com//1HOFFMANMUR45/>

Don't miss out on this amazing opportunity to get your business started or take it to the next level! World Trade Center Barranquilla is here to help you grow!  
#funding #growth #startup #venturecapital

Hoffman Murcia

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Hoffman Murcia  
CEO World Trade Center Barranquilla





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TECH.ADVANCE

# INFORMATION TECHNOLOGY

At Tech.Advance, we specialize in providing cutting-edge IT solutions tailored to meet the unique needs of our clients. Here are some key details about our company that set us apart:

- 1. Expertise:** With a team of highly skilled professionals and extensive industry experience, we possess the expertise to deliver top-notch IT services across various domains. From software development to cybersecurity, cloud solutions to data analytics, we have the knowledge and capabilities to address a wide range of IT challenges.
- 2. Customized Solutions:** We understand that every business has unique requirements. That's why we take a personalized approach to develop tailored solutions that align with your specific objectives. Our team works closely with you to gain a deep understanding of your business processes and goals, ensuring that our solutions deliver maximum value and efficiency.
- 3. Innovation and Technology:** We stay at the forefront of technological advancements to provide our clients with the latest and most effective solutions. Our commitment to innovation enables us to leverage emerging technologies such as artificial intelligence, machine learning, and blockchain to drive digital transformation and optimize business operations.