



Pakistan China Motorcycle Industry council (PCMIC)

Last year Pakistan's Dawn newspaper reported that the CEO Engineering Development Board Mr. Aitezaz A Niazi claimed that a total number of 1.535 million units of motorcycles were assembled in Pakistan during the 2010/2011 fiscal year. Of these 55% were Chinese branded motorcycles and 45% were Japanese. Mr. Niazi called on the Chinese motorcycle makers to seize opportunities in Pakistan and further increase their market shares.

With this kind of news in mind the Pakistan China Motorcycle Industry Council (PCMIC) has been created as an instrument to aid the harmony between the Pakistani importer cum manufacturers and Chinese exporter. The PCMIC's main goal is to smooth the way for further expansion by all parties and to aid in communication and develop better relationships.

The senior members of the Pakistan China Motorcycle Industry council (PCMIC) are Mr. M.Yousuf Shaikh (founder & central Chairman of PCMIC)



and Mr. David McMullan (Chairman of China region of PCMIC). Yousuf and David are vastly experienced in this industry and they will both dedicate their time and efforts to help improve Pakistan-China relationships and are available for advice at any time.

The story of PCMIC

“The Pakistan-China Motorcycle Industry Council was jointly organised by Mr. David McMullan and S.M.Yousuf in China on 18th Oct 2011 and endeavours to open new avenues for the promotion of bilateral trade and economic relations between the two countries”, stated S.M.Yousuf Founder & Central Chairman of Pakistan China Motorcycle Industry Council and Chairman China Region of PCMIC.

During a meeting with Mr. David McMullan, S.M.Yousuf formed the initiative for organising the Pakistan China Motorcycle Industry Council, which he considered a natural follow-up to the decisions taken

to enhance Pak-China bilateral trade during the visit of the Prime Minister to China. S.M Yousuf also discussed the forthcoming Motorcycle Trade and Industry Exhibition CIMA -2012 being organised by CCPIT on October 2012 in Chongqing and other matters of mutual interest for the promotion of Pak-China economic relations.

PCMIC intentions

At the meeting it was also decided that S.M. Yousuf and David would make a combined movement in exploring the emerging Pakistan Motorcycle market particularly by increasing Pakistan's participation at the Chinese exhibitions, which is the modern tool to penetrate the potential markets. S.M.Yousuf having a long association with China stated that his dialogue with David in Chongqing has resulted in vast opportunities for Pakistani Importers & Chinese exporters and manufacturers of Auto sectors for participation in CIMA 2012.

Consequently the share of PCMIC representation in fairs and forums has increased manifold. Complimenting the offer made by exhibition organisers to the Pakistan China Motorcycle Industry Council, Yousuf said that "the economic relationship particularly with Chongqing of China has increased significantly." S.M.Yousuf who had also the privilege of being the Founder and President of the *Association of Motorcycle Importers of Pakistan* acknowledged that "Pakistan and South Asian Countries are emerging markets of for motorcycles with immeasurable potential and this is the right time for Pakistan & China Motorcycle Manufacturers to make the maximum use of these markets to gain footholds and maximum shares by the aggressive marketing of its products."

M.Yousuf Shaikh was assured that David would continue extending his support to PCMIC for measures which will promote business activities in Pakistan & China.

The Motorcycle Industry Council also exists to preserve, protect and promote motorcycling through government, communications and media relations, statistics and research, aftermarket programmes, the development of data communications standards, and activities surrounding technical and regulatory issues. As a non-profit, national industry association, the PC MIC seeks to support motorcyclists by representing manufacturers and distributors of motorcycles, scooters, motorcycles/ATV/ROV parts and accessories, and members of allied trades such as insurance, finance and investment firms, media companies and consultants.

