

# NEWSLETTER

# PORT LINK

*International Freight Forwarder & Logistics Service Provider*

## DRIVING THE INDUSTRY FORWARD



**25**  
YEARS OF  
EXCELLENCE

# QUARTERLY NEWSLETTER

**Q4/2021**

OCTOBER - DECEMBER 2021  
PORT LINK INTERNATIONAL SERVICES (PVT) LTD.





## PAKISTAN'S EXPORTS GREW AT THEIR FASTEST PACE

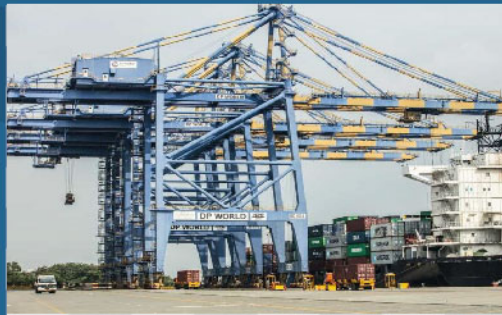
December 02, 2021: November exports jump 33 percent to \$2.9 billion. Pakistan's exports grew at their fastest pace in the current fiscal year in November thanks to post-pandemic recoveries in trading partners that pushed up demand for merchandise, a government official said.

"We are glad to inform that Pakistan's exports during November 2021 increased by 33 percent to a historic monthly high of \$2.903 billion as compared to \$2.174 billion during the corresponding period last year. Our target for the month was \$2.6 billion."

## “ Pakistan Land Port Authority to be functional soon ”

The Pakistan Land Port Authority will be made functional in February next year. It aims at facilitating trade and resolving trade community issues through a well-integrated modern system.

A delegation of the authority and Asian Development Bank said this during a meeting with the Sarhad Chamber of Commerce and Industry (SCCI) President Hasnain Khurshid at the Chamber's House. The officials lauded the setting up authority, saying the government's initiative would ensure facilities to traders under one window operation as well as accelerate the process of trade with Afghanistan and onward to Central Asian Republics.







## 60% of Pakistan's total fishery exports destined for China

December 28, 2021: Out of Pakistan's total fishery exports, 60 per cent are destined for China. In the processing plant of a seafood company at the fish harbour of Karachi, workers are busying grading, cleaning, and packaging fresh shrimps. Twenty days later, they will make their appearance in some Chinese aquatic market.

From ribbon fish, croakers, cuttle fish, to shrimps, crabs, and lobsters, Chinese' appetite for aquatic products has been growing with a considerable momentum since 2013. Statistics from Chinese customs show that in the first half this year, Pakistan's fish meal exports to China topped 20,000 tons with a value of over USD 20 million.



## PSW signs deal to digitize containerised cargo



The Pakistan Single Window Company (PSW) on Tuesday signed an agreement with TradeLens, a blockchain-underpinned logistics platform supported by at least six largest ocean carriers globally, to digitise import-export documentation of the containerised cargo moving in and out of the country. The country's authorities recognise the potential benefits of digitizing supply chains for efficiencies, enhanced transparency, and data-driven decision making.



2022

***SEASON'S GREETINGS  
&  
HAPPY NEW YEAR  
TO YOU & YOUR FAMILY  
FROM PORT LINK***

**Dear Valuable Partner!**

**Best Wishes For a New Year That Fills Your Heart With Joy!  
Thank you for your continued support. We look forward to  
many more years mutually beneficial association.**



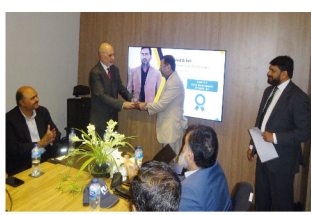
# WHAT'S NEW AT PORT LINK ?



## PORT LINK'S BEST PERFORMANCE AWARD CEREMONY 2020-2021

Port Link held its best performance award ceremony 2020-2021, one of the main highlights of this year to recognize and reward individuals and teams.

# TOGETHER WE CAN!







## **“ LAUNCH OF REEFER TRAIN ”**



***Marine Group of  
Companies in collaboration  
with Pakistan Railways &  
CMA CGM launches  
Pakistan's First Ever Reefer  
Train Service***

**KARACHI:** The Marine Group of Companies in collaboration with Pakistan Railways and CMA CGM Pakistan launched Pakistan's first ever reefer container freight train project.

The inauguration ceremony took place on 9th December, 2021 at Wazir Mansion, Karachi. Both parties celebrated the launch with a ribbon-cutting ceremony in presence of renowned personalities from the freight & logistics industry.

Honorable Capt. Haleem Ahmed Siddiqui (Chairman Marine Group of Companies), Mr. Aasim Azim Siddiqui (Managing Director Marine Group of Companies) and Mr. Imran Bawany (CEO CMA CGM Pakistan) inaugurated the ceremony.



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#### 01 Account Opening and Registration

### LOGISTICS AND WAREHOUSING

#### Amazon's Global Fulfilment Partner

FBA (Fulfillment By Amazon) or FBM (Fulfillment By Merchant) Let PLA handle all aspects of order fulfillment and logistics; from labelling, packing and shipping your products anywhere in the world.

- Providing warehousing facility to store your inventory.
- Handling all packaging aspects and moving to Amazon Warehouse.
- Providing complete logistics services (DHL, FedEx, UPS & Express/International Courier).
- Managing import + export shipment as well as cross trade shipments. (DHL via Dubai, DHL via UK)

#### 02 Logistics

### YOUR VIRTUAL ASSISTANT

Store Management, responding to customer queries and product handling/reviews through our in-house virtual assistants.

#### 03 Virtual Assistant





## **CEO MILT (Marine International Liquid Terminal) presenting memento to CEO Port Link**

**Mr Masood Usmani, CEO MILT (Marine International Liquid Terminal) presenting memento to Capt. Rashed Zaheer, CEO & Director Shipping Port Link**

# MILT

MILT is engaged in establishing a dedicated storage facility for Ethanol in the port city of Karachi. This unique facility is designed to handle all grades of Ethanol produced in the country.



This Ethanol storage and handling facility is capable to handle accumulatively more than 400,000 MT per annum. It has automated and efficient filling system for ISO tanks and drums.

MILT is also engaged in setting up country's largest and state of the art ISO tanks and road tankers cleaning facility.



# PORT LINK OBSERVES INTERNATIONAL DAY OF " PERSONS WITH SPECIAL NEEDS (PSN) AND DISABILITIES "

Port Link co-sponsored and observed the International Day of Persons with Special Needs (PSN) followed by a winter gala to spend a special evening with special people in our society.

The event took place at AFOHS Park (The Falcon Complex), Karachi on 3rd December, 2021 wherein Mr. Nasir Pasha, COO & Country Head - Port Link, presented token of gratitude to the PSN families.

The evening comprised of awareness session to promote the rights and perspectives of persons with special needs around the world and to support the inclusion of such people in every walk of life.

The event included various activities for children who performed on stage that filled the event with color and life. Everyone gathered in support of special persons to honour and acknowledge their differently-abled capabilities through every possible way.







# CONTACT US

Karachi | Lahore | Faisalabad | Multan | Sialkot | Islamabad

[portlink-mng@mrgc.com.pk](mailto:portlink-mng@mrgc.com.pk)

[www.mrgc.com.pk/portlinks](http://www.mrgc.com.pk/portlinks)

+92-21-32460696-97

## PORT LINK INTERNATIONAL SERVICES



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