



## "Revitalizing Pakistan's Automobile Industry: Moving Towards Consumer Welfare, Global Integration, and Future of Mobility"

A Conference Organized by PIDE

### Conference Theme

The global automotive industry is undergoing profound changes, characterized by a shift towards electrification and sustainability. Automobile firms and countries are adopting policies have been investing heavily to transition towards electric vehicles to align with evolving consumer preferences and addressing environmental concerns. Additionally, advancements in autonomous driving technology and connectivity are reshaping the driving experience, albeit amid challenges such as semiconductor shortages and regulatory shifts.

Pakistan's automotive sector, with its diverse history marked by growth spurts and setbacks, is now undergoing a gradual recovery phase. While past decades witnessed phases of growth fueled by government policies and the influx of Japanese brands, recent years have posed challenges like political instability and increased reliance on imports. Despite these hurdles, the industry is showing signs of rejuvenation,- driven by renewed investment and a focus on locally assembled vehicles.

Government initiatives like the Automobile Industry Development and Export Policy 2021-26 aim to attract foreign investment and bolster exports, yet challenges persist, necessitating adaptation to emerging technologies like electric vehicles and autonomous driving. The key to long-term success lies in developing a skilled workforce, investing in research and development, and enhancing infrastructure. As Pakistan's automotive industry holds significant economic promise, addressing these challenges and embracing technological advancements are imperative for sustained growth.

### Purpose of the Conference

Against the backdrop of persistent challenges faced by Pakistan's automobile industry such as high import dependency despite decades of localization efforts, continuously rising prices, limited features, and prolonged delivery times there's an urgent need for comprehensive discussions to assess the bottlenecks to the industry's evolution and chart its future trajectory. This conference aims to reinvigorate the discourse surrounding Pakistan's automobile sector, which has historically relied on government support particularly through high protectionism from external competition.

With the economy at a critical juncture, it is paramount to reevaluate the industry's standing and deliberate on future strategies. The conference will spotlight the current state of Pakistan's automotive industry, juxtaposed against global trends, to elucidate key challenges and insights gleaned from ongoing research. By fostering dialogue among stakeholders and shedding light on pertinent issues, the conference endeavors to pave the way for a resilient, innovative, and globally integrated automotive ecosystem in Pakistan.

## Key Topics and Areas of Discussion

Topic: Transforming Pakistan's Automotive Landscape: Navigating Challenges and Seizing Opportunities

Sub-Topics: Local Manufacturing and Supply Chain Resilience

Policy Reforms and Industry Development

Electrification and Sustainable Mobility