

Two-wheeler now within reach of lower middle class

By Anwar Iqbal

The pulsating and thriving era of 2-wheeler products within the reach of lower middle class segment has been achieved after many decades of blood soaking efforts and genuine leadership with apt direction by President General Pervez Musharraf.

I was convinced from day one that, apart from religious differences, cultural & social boundaries were fast intermingling between Pakistan and China. Year 1987 was first China visit year of my life; from there only I saw visible approach in China towards Technical growth with freedom. During that period China decided to reach for free market approach. Their 10 major Cities along the Pacific Rim starting from Shanghai to Canton (now Guangzhou) were declared free zones. Every day mushrooming of new industries, new roads, new sky

Pakistan. In every trip I used to carry excess baggage consisting of engine parts and my two favourite suits. In addition to this, I ventured a left-hand drive vehicle conversion into right hand drive. All this activity was widely rated as "MAD MAN'S dream", those days. Finally, my back-breaking efforts paid off and first lot of 25 vehicles were developed with the desired changes in China.

Motorcycles in China during those days were not suitable for Pakistan market. Design change was essential to accommodate Chinese motorcycles in Pakistan. Chinese motorcycles during that period had a very peculiar shape, totally in contrast to existing 70cc/125cc motorcycles in Pakistan market. I had to resolve this by redesigning its fuel tank and seat in particular. In addition to this I had to also redesign the gear mechanism of Chinese motorcycle as per Pakistan's customer requirements. This was a hard nut to crack specially when hard-line Chinese were highly reserve in any technological changes. Nevertheless, they conceded to my presentations and demonstrations and finally adapted them in accor-

is sensing a new lifeline. The architect is President General Pervez Musharraf. With China, the most feared economic giant of the globe and trusted friend of Pakistan, he enjoyed all the confidence for the sake of this country. China now labelled as a "World Factory", signed Preferential Trade arrangement (PTA) between the two states. China has agreed to give preference in tariff to some 893 Pakistani items, in turn Pakistan agreed to reduce Custom duty on 200 items imported from China.

SAARC countries' brainchild "South Asia Free Trade Area", SAFTA could penetrate Pakistani automobile products into the market of SAARC countries, provided quality/productivity/quantity is maintained with close monitoring on cost-effective production. Owing to SAFTA implementation, particularly between India & Pakistan, goods' illegal flow or 3rd country routes will be eliminated, thus liberalization of trade will also increase the customs revenue in both the countries. Furthermore, Pakistani products enjoy an edge in quality, particularly in textile related items, fruits, vegetables & leather goods. However, Pakistan's Auto Industry, particularly 2-wheeler industry will face cost disadvantage from our counterparts despite their lesser quality product.

Beijing's entry into WTO leads to active export and heavy raw material imports. As the Chinese products are breaking into Pakistan market, local entrepreneurs should consider joint ventures for indigenous production of items.

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scrapers and new cars were seen. This was, however, limited to only 10 selected cities.

During these days, Pakistan automobile market in 2-wheelers and 4-wheelers was ruled unchallenged by expensive European and Japanese products. I took this challenge of securing least expensive and quality products to be acquired from China. Aware of this uphill task, but somebody had to do this in national interest. I had started with a 4-stroke 70cc motorcycle and 1,000cc pick-up, being the cheapest and most economical mode of communication and transportation. During late eighties, I did few products' short listing which revealed their improper match to Pakistan market both from price and quality point of view. Sensing and feeling the pinch of ever costlier petrol prices, I opted to carry out a 1,000cc petrol engine conversion into diesel engine. Within a period of 3 years from 1987 to 1989, I shuttled at least 25 times between China and

dance with Pakistan's psyche and requirements.

Now, after a lapse of more than a decade, China is producing a wide range of 4-wheelers and 2-wheelers under licence. Their \$1.3 Trillion Economy is supported tremendously by automobile exports. Today China's globally acceptable goods' export is in excess to 400 billion dollars.

Prior to 12th October 1999, Pakistan was in heap of debts, dwindling economy, sagging foreign reserves and mistrust was the name of game. General Pervez Musharraf took the reins of this country in his hand. This daring commando least pushed about the consequences kept on going with his trusted allies. He for one believes in Allah almighty and fought the battle till the most successful culmination of SAARC Conference in Islamabad. Now, the two dagger's drawn nations are sharing the same roof for peaceful deliberations over various issues. Country

units per annum of 70cc motorcycles. It has now matured with wings spanning over other products like 125cc and 150cc motorcycles. M/s Chongqing Guanjie Motorcycle Industries Co. Ltd, China is the main principle behind all assistance and CKD support. Our Companies decided few months back to make a synchronizing effort by doing joint venture. On 4th November 2003, under the searching eyes and shadow of President General Pervez Musharraf in Beijing, China, the two companies signed the joint venture. Self presence of President of Pakistan with his Key Members speaks volumes of his keenness toward perpetual growth of Pakistan.

I personally salute you General for whatever you are doing for the benefit of this country despite so many hurdles and life threats/Attempts. Long Live Pakistan-Long Live President General Pervez Musharraf.