



POR T LINK - A MARINE GROUP COMPANY

# PORT LINK

## NEWSLETTER



**QUARTER 4 / 2025**

One Stop Global Logistics Provider

Delivering Excellence in Freight &  
Logistics Solution



# EDITORIAL

As we close the last quarter of the year, it's a perfect time to reflect on the milestones we've achieved, the challenges we've overcome, and the opportunities that lie ahead. Quarter 4 brings with a sense of celebration – a moment to acknowledge the collective efforts of our teams and the spirit of collaboration that drives our organization forward.

This edition of our newsletter highlights the key accomplishments, initiatives, and stories that defined the past months. From successful projects and achievements to events that fostered employee learning and engagement, we aim to capture the essence of our journey throughout the year.

As we look forward to the new year, let this quarter inspire us to embrace fresh opportunities, innovate with purpose, and continue building a culture of excellence. Here's to finishing the year strong and setting the stage for even greater successes ahead.



# MESSAGE FROM OUR MANAGING DIRECTOR

With 2025 drawing to a close, I would like to take a moment to reflect on what has been a defining year for Port Link International Services and the wider Marine Group.

This past year has been one of progress, resilience, and transformation. In a dynamic and often challenging global logistics environment, our teams across Pakistan have continued to demonstrate professionalism, agility, and an unwavering commitment to our customers. These qualities remain the foundation of our success.

A key milestone this year has been the strengthening of our leadership structure, including the appointment of our Chief Executive Officer, Umair Alam. This marks an important step in reinforcing our long-term strategy, governance, and execution capabilities as we position Port Link for its next phase of growth.

We have also continued to deepen strategic relationships with global shipping lines, partners, and customers, while investing in our people through training, engagement, and a culture built on collaboration and accountability. Our focus remains clear: to deliver reliable, integrated, and value-driven logistics solutions while building a workplace where talent can thrive.

As we look ahead to 2026, our priorities are firmly centered on sustainable growth, operational excellence, and strengthening our "ONE LINK" approach to end-to-end supply chain solutions. None of this would be possible without the dedication, passion, and teamwork shown by our colleagues across all offices.

I would like to sincerely thank every member of the Port Link family for their hard work and commitment throughout the year. Together, we are not just navigating change — we are shaping the future of logistics in Pakistan and beyond.

I wish you and your families continued success, good health, and a prosperous year ahead.

Warm regards,

Danish Azim Siddiqui  
Managing Director





# OUR VISION & MISSION

## → Our Vision

*"To enhance and grow Port Link's business through a vision-led and proactive approach that fosters a productive work environment and maximizes value for our customers and stakeholders"*

## → Our Mission

*"To create "ONE LINK" for complete supply chain solutions - enhancing the business of our customers globally"*



# LEADERSHIP UPDATE

***“Leadership is not about a title or a position. It is about impact, influence, and inspiration.”***

We are pleased to announce the appointment of Umair Alam as Chief Executive Officer of Port Link International Services Pvt. Limited, an A Marine Group company.

With over three decades of experience in freight forwarding and logistics and having spent the past six months driving strategic initiatives at Port Link, Umair has consistently demonstrated strong leadership, clear vision, and a deep commitment to organisational growth and excellence.

His ability to align strategy with execution, inspire teams, and deliver results has already made a meaningful impact on the business.

As he assumes the role of CEO, we are confident that Umair's experience and leadership will guide Port Link into its next phase of growth and success.

Please join us in congratulating Umair Alam on his well-deserved appointment. We look forward to the journey ahead under his leadership.



Umair Alam appointed as **Chief Executive Officer** of Port Link International Services Pvt. Limited, an A Marine Group Company



# PAKISTAN ECONOMY UPDATES

## ABOLISHES EXPORT DEVELOPMENT SURCHARGE



Prime Minister Shehbaz Sharif has abolished the 0.25% Export Development Surcharge (EDS) in order to provide relief to exporters and enhance Pakistan's competitiveness in international markets. The decision was taken after reviewing recommendations from a dedicated working group comprising public and private sector representatives. The prime minister also directed an immediate review and revamp of the Trade Development Authority of Pakistan to make it more effective in supporting exports.

The abolition of the Export Development Surcharge will directly reduce the cost burden on exporters, making Pakistani products more price-competitive in international markets. It is expected to encourage higher export volumes, improve foreign exchange earnings, and enhance investor confidence in the export sector. Moreover, better utilisation of the Export Development Fund for research, innovation, and skill development will strengthen productivity and long-term growth of Pakistan's export-oriented industries.



# PAKISTAN BEGINS CONSTRUCTION OF PNCS CONTAINER SHIP AT KARACHI SHIPYARD



Pakistan has launched the construction of a 1,100 TEU container ship for the Pakistan National Shipping Corporation (PNSC) at Karachi Shipyard, marking a significant step toward strengthening the country's maritime capacity.

The project was formally inaugurated by Federal Minister for Maritime Affairs Junaid Anwar Chaudhry during a steel-cutting ceremony. The vessel will be built entirely with domestic resources, showcasing growing confidence in Pakistan's shipbuilding industry. This initiative is expected to reduce reliance on foreign shipping lines and save valuable foreign exchange while expanding the operational capacity of the PNSC fleet.

The minister emphasized that expanding the national maritime fleet is crucial for reinforcing the supply chain and supporting trade activity across the country. He also highlighted that the project will generate employment opportunities for skilled workers and contribute to the development of Pakistan's maritime workforce. Karachi Shipyard is emerging as a central hub for national maritime development, with shipbuilding and repair identified as key pillars of Pakistan's maritime policy. Stressing the importance of the sector, Chaudhry noted that around 95% of Pakistan's trade is conducted via sea routes, underscoring the need for a strong, self-reliant maritime industry to support sustainable economic growth.

# 2<sup>ND</sup> PAKISTAN INTERNATIONAL MARITIME EXPO & CONFERENCE



The four-day Pakistan International Maritime Expo and Conference 2025 (PIMEC-25) was held in Karachi early November 2025. The event received an overwhelming international response, featuring participation from 178 exhibitors, including 28 international firms and 150 local organisations showcasing a wide range of maritime innovations, technologies and services.

The main attractions at the Expo had been the Juggernaut multi-rotor munition drone and the long-range kamikaze (loitering munition) drone Sarfarosh, two big heroes of the recent Pakistan-India conflict.

The chief guest, announced the establishment of Pakistan's first Green Ship Repair and Recycling Yard at Port Qasim.

PIMEC-25 marked a major milestone in advancing Pakistan's maritime and blue economy agenda, with the signing of 83 Memoranda of Understanding (MoUs) worth

Rs 76 billion between national and international exhibitors across multiple maritime sectors.

The MoU signings at PIMEC-25 serve as a concrete signal from Pakistan to international investors, emphasising its commitment to fostering strategic partnerships, promoting technology transfer, enhancing capacity building, and unlocking large-scale opportunities in the maritime sector.

The successful conclusion of PIMEC-25 not only highlights Pakistan's potential as a maritime hub but also reflects the nation's growing role in shaping the regional blue economy landscape.

# FOREIGN EXCHANGE RESERVES HIT RECORD HIGH SINCE MARCH 2022



Pakistan's foreign exchange reserves have surged to \$21.1B, the highest since March 2022, reflecting sustainable growth, strong investor confidence, and improved fiscal discipline. This achievement reflects sustainable economic growth and strong investor confidence in the country's leadership.

The State Bank of Pakistan's (SBP) reserves are recorded at \$15.9 billion, while the country's import cover has now surpassed 2.6 months.

Economic experts stated that the recent increase in reserves is not driven by loans, but rather by local economic growth, reforms, and the restoration of confidence.

Experts further emphasized that the increase in reserves is not a temporary adjustment, but a result of a clear and sustainable economic recovery.

In 2023, the central bank's reserves had plunged to just \$2.9 billion, but they have now increased by nearly five and a half times, reaching approximately \$15.9 billion.

Economic experts believed that the reduction in the debt-to-GDP ratio, stronger foreign exchange reserves, increased business confidence, and overall economic stability are key indicators of this progress.

# LARGEST-EVER CONTAINER SHIP BERTHED AT KARACHI

**KARACHI:** Hutchison Ports Pakistan, the country's only deep-water container terminal, has berthed MSC MICOL, the largest vessel in the country's history.



The 400-metre-long container ship has a capacity of 24,070 TEUs, making it one of the most advanced vessels globally and the largest to call at a Pakistani port.

The berthing of MSC MICOL marks a significant milestone, highlighting the terminal's capacity to handle ultra-large vessels, said a press release.

Handling larger vessels enhances trade efficiency and helps reduce freight costs, supporting the country's export competitiveness and lowering import expenses.

Maritime Minister Muhammad Junaid Anwar Chaudhry termed the berthing a historic event that strengthens Pakistan's position as a regional shipping hub.

Separately, two subsidiaries of Pakistan National Shipping Corporation — Karachi Shipping and Lahore Shipping — signed agreements to acquire two Aframax tankers, LORAX and NAFSIKA, with deadweight tonnage of 109,990 and 112,051 tonnes, respectively.

PNSC earlier approved a \$193.1 million plan to expand its fleet to 30 vessels by 2026.

# PRIVATIZATION OF PAKISTAN INTERNATIONAL AIRLINES



Pakistan International Airlines (PIA) once enjoyed a glorious past and was regarded as one of the leading airlines in Asia. It set high standards of service, punctuality, and professionalism, and even helped other international airlines like Emirates Airline in their early stages. PIA was a symbol of national pride and excellence in aviation.

However, over the years the airline faced a steady downfall due to mismanagement, political interference, overstaffing, and financial losses. Poor decision-making and outdated practices further weakened its performance and reputation.

To address these challenges, the government initiated the process of privatization through transparent bidding. PIA has been acquired by a consortium led by Arif Habib Corporation, which purchased a 75% majority stake in January 2026.

The investor has assured improvement in governance, customer service, and route profitability. This move aimed to reduce the burden on the national exchequer and restore PIA's competitiveness.

With professional management and fresh investment, there are strong hopes for PIA's future performance. The privatization is expected to revive the airline and once again make it a proud representative of Pakistan in the global aviation industry.



# BUSINESS NEWS



# MARINE SERVICES

## Launch of SeaLead Shipping Agency in Pakistan

We are proud to announce the inauguration of the SeaLead Shipping Agency in Pakistan; a major milestone in our commitment to delivering world-class logistics solutions to the country's growing trade community.

Hosted at our Marine Group facility, the event was honored by the presence of our distinguished chief guests, Mr. Danish Azim Siddiqui and Mr. Sharique Azim Siddiqui. Their support added immense value to this special occasion.

We extend our heartfelt thanks to Mr. Shayan Z. Ali Khan, Country Head of SeaLead Pakistan, and his dedicated team for their tireless efforts in making this launch a success.



# CMA CGM TEAM VISIT AT OUR LAHORE OFFICE



We were honored to host Mr. Altamash Ahmed, CEO of CMA CGM Pakistan, and his esteemed team at Port Link International Services Pvt Ltd Lahore office.

Our exchange focused on deepening strategic collaboration, exploring innovative logistics solutions, and driving transformation in Pakistan's shipping landscape.

Meaningful conversations over coffee added a personal touch—strengthening bonds and sparking fresh ideas.

Together, we are charting a more agile, connected, and customer-centric future.

# OCEAN NETWORK EXPRESS TEAM VISIT AT OUR KARACHI HEAD OFFICE



Port Link International Services Pvt. Ltd. had the pleasure of hosting Mr. Fayyaz Khundker Managing Director of Ocean Network Express (ONE) Pakistan along with his esteemed team at our office.

It was a truly productive meeting where we explored new avenues for collaboration and reaffirmed our shared commitment to delivering excellence in logistics and customer service.

We are grateful for their visit and the valuable insights exchanged – looking forward to building on this momentum together!

Swipe to catch a glimpse of the warm welcome from our leadership team and engaging discussions with the ONE Pakistan delegation.



# HUAWEI'S TEAM VISIT AT OUR LAHORE OFFICE



On 7th November, we were pleased to welcome the Huawei team to our Lahore office for an official visit, with our Karachi team joining the session virtually. The interaction provided an opportunity for cross-office engagement and collaboration, reinforcing strong coordination and connectivity across locations

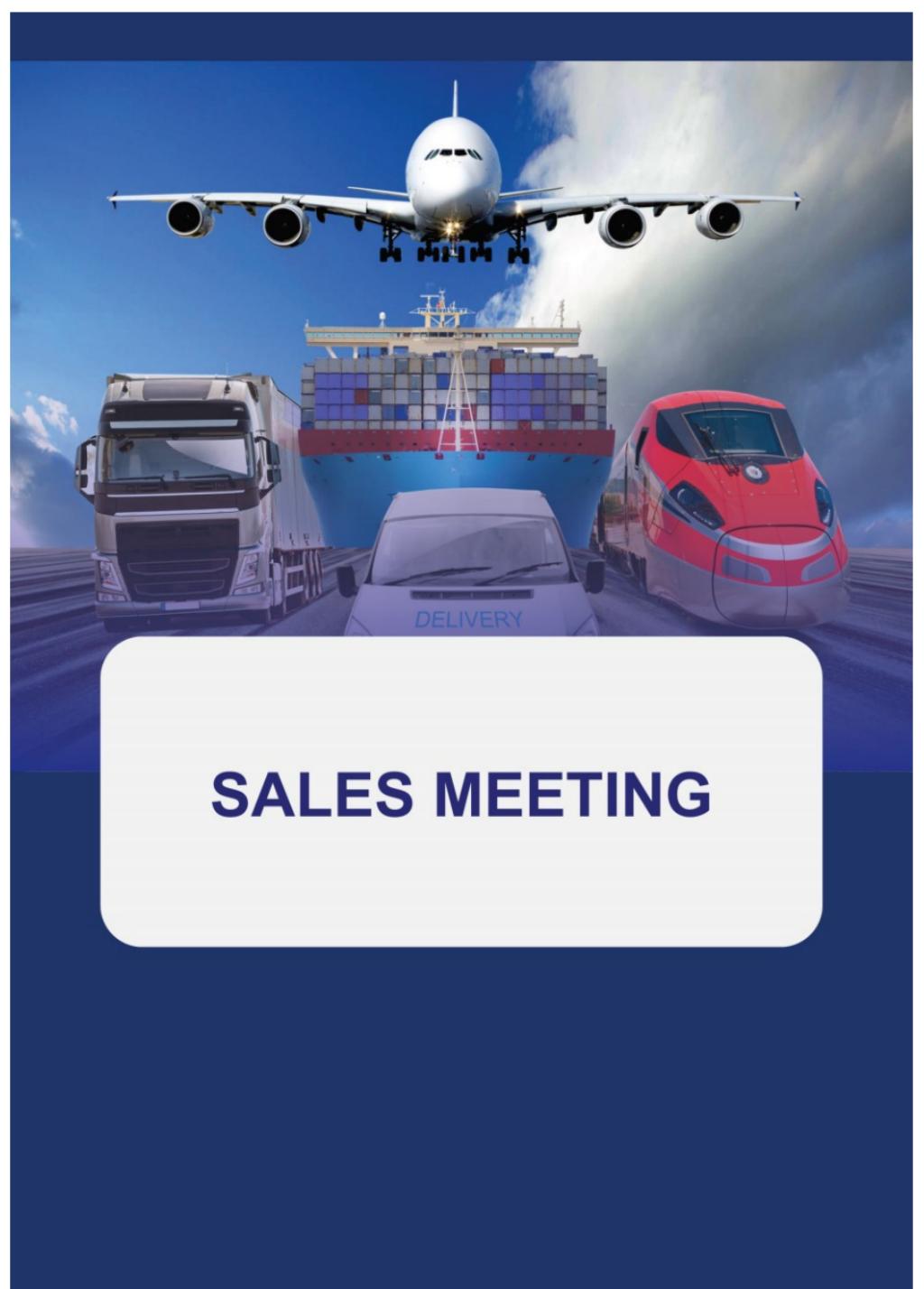


# TRAINING SESSION OF SEALEAD



A training session was conducted on SeaLead to enhance understanding of its processes and operations. The session focused on building knowledge, encouraging engagement, and ensuring teams are well-equipped to deliver efficient and consistent services. Such initiatives reflect our commitment to continuous learning and operational excellence.





# SALES MEETING

# SALES STRATEGY & FUTURE GROWTH DISCUSSION



A productive sales meeting was held with our Managing Director, Mr. Danish A. Siddiqui, and CEO, Mr. Umair Alam, where key future plans and strategic goals were discussed. The session focused on aligning sales objectives with the company's long-term vision, strengthening collaboration, and identifying growth opportunities to drive continued success.



# KARACHI SALES TEAM DINNER



The Sales Team had the opportunity to come together for a dinner with our CEO, Mr. Umair Alam, and Business Head USA, Mr. Vanees Karim. The gathering provided a relaxed and welcoming environment that encouraged open dialogue, meaningful interactions, and stronger connections among team members and leadership. Such moments outside the formal work setting play an important role in building trust, fostering collaboration, and strengthening team spirit. These engagements reflect our commitment to nurturing a positive workplace culture where communication, unity, and shared purpose continue to drive collective success.



# FUELING OUR SALES FORCE

## MANAGEMENT VISIT AT OUR LAHORE OFFICE



We had the privilege of welcoming our **Managing Director & CEO** to the Lahore Office, where they met with the Lahore & Faisalabad Sales Team to discuss strategies for the coming year.

This gathering was more than just a meeting — it was a powerful moment of connection, inspiration, and motivation. The interaction truly fueled our sales force, energizing teams across regions to push boundaries and achieve greater success.

We are proud of the dedication and passion our sales teams bring every day, and grateful for leadership that invests time to engage directly with the people driving growth.





# LEADERSHIP WITH HEART: A DAY WITH OUR TEAM

# VISIT AT LAHORE OFFICE



By taking the time to connect with our teams, listen to their stories, and celebrate our shared achievements, our leadership reminded us what true leadership looks like; grounded in empathy, driven by purpose.

This wasn't just a routine stop; it was a meaningful moment that reminded us we are all part of something bigger. At Port Link, "**ONE TEAM**" isn't just a catchphrase - it's how we work, how we grow, and how we succeed together.

A heartfelt thank you to our leadership for showing up with intention, leading with compassion, and reinforcing that our greatest strength lies in our unity. With this spirit of connection and collaboration, we are not just moving forward - we are moving ahead and rising together.



# VISIT AT FAISALABAD OFFICE



As the leadership tour progressed, the Senior Management Team made a meaningful visit to our Faisalabad office, a hub of innovation, dedication, and team spirit.

This visit was more than a meeting, it was an opportunity to connect, listen, and appreciate the individuals who drive our mission forward every day.

A heartfelt thank you to our Faisalabad team for your enthusiasm, valuable insights, and unwavering support. Together, we are not just growing a business; we are nurturing a culture built on unity, excellence, and shared purpose.





## VISIT AT SIALKOT OFFICE

Following the inspiring visit to our Lahore office, the Senior Management Team extended their journey to our Sialkot (SKT) office, reaffirming their commitment to staying connected with teams across the country.

This wasn't just another stop; it was a powerful reminder that leadership lives in the everyday moments: listening, engaging, and celebrating the people who drive our success.

Here's to building a future where every office, every team, and every voice matters.





# EMPLOYER BRANDING & SOCIAL RESPONSIBILITY

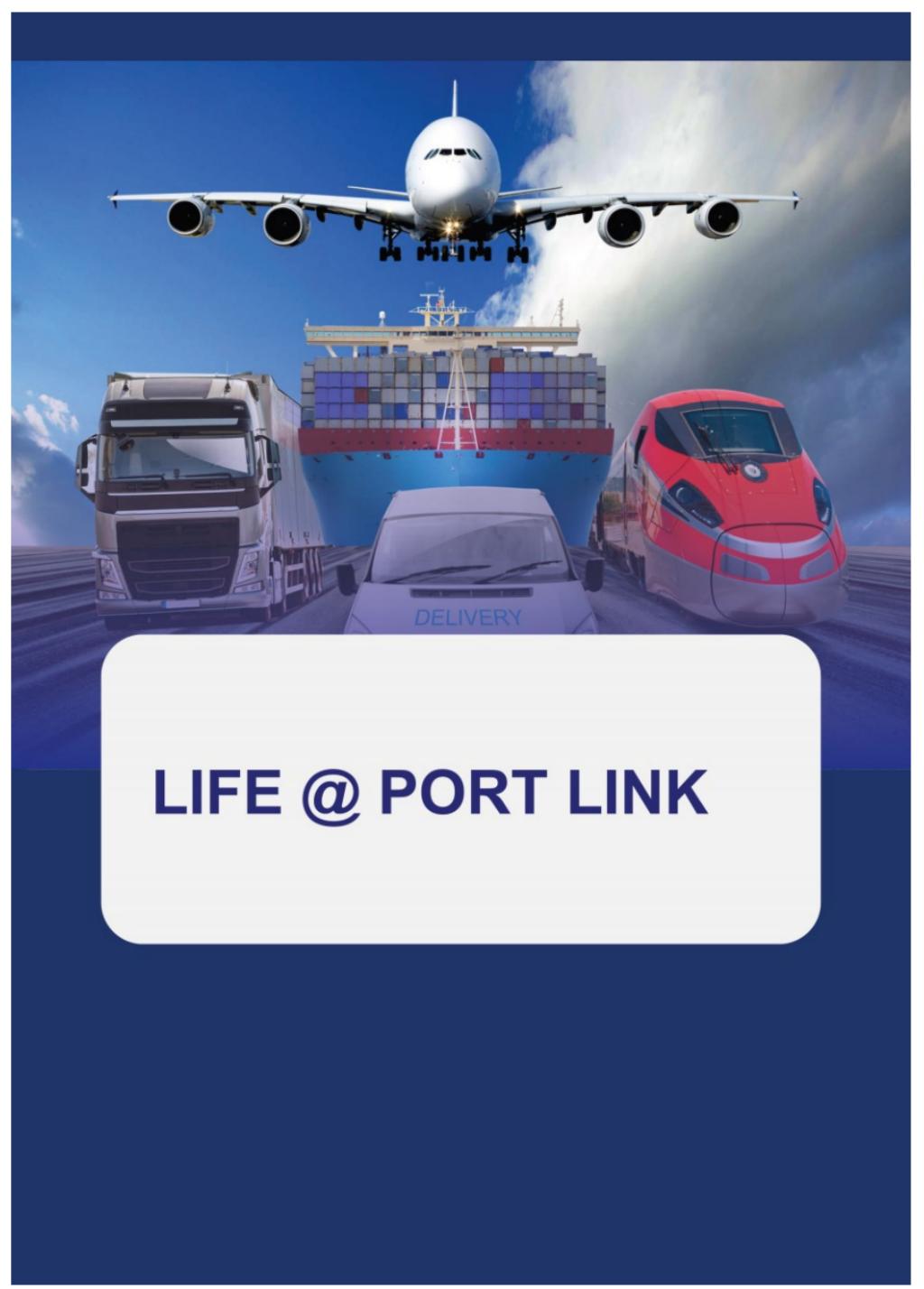
# CAREER FAIRS AT SZABIST & MAJU

## (Mohammad Ali Jinnah University)



Port Link International Services proudly participated in the Career Fairs at SZABIST and Mohammad Ali Jinnah University (MAJU), engaging with talented and enthusiastic students and fresh graduates. These interactions provided a valuable platform to share insights about our organization, industry exposure, and career opportunities while connecting with the next generation of professionals. We appreciate the warm support from both universities and look forward to nurturing future talent through meaningful professional opportunities.





**LIFE @ PORT LINK**

# BREAKFAST WITH MANAGING DIRECTOR MR. DANISH A. SIDDIQUI

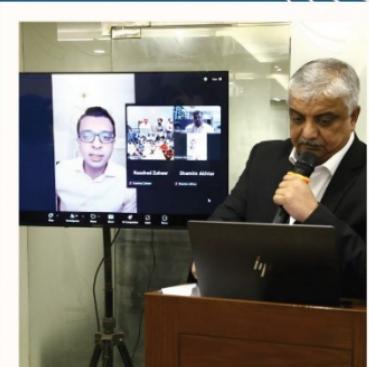


We had the pleasure of motivating and boosting our new joiners over a breakfast session with our Managing Director, Mr. Danish A. Siddiqui, and CEO, Mr. Umair Alam, at PC Hotel – Marco Polo.

The session was filled with energy, laughter, and inspiring discussions. From individual introductions to insightful business updates, we create a meaningful connection with each other. Because at Port Link, we don't just welcome people, we welcome potential.



# TOWN HALL MEETING



We Port Link Int'l Services Pvt. Ltd, hosted our company-wide Townhall Meeting, bringing together teams from across the country—both virtually and in person—to align on our shared vision and strategic direction.

The session was led by our Managing Director, Danish Azim Siddiqui, and CEO, Umair Alam, who shared their insights on Port Link's evolving priorities and the path forward.

The meeting concluded with wonderful engagement across teams, lively discussions, and the simple joy of freshly baked snacks, a reminder that meaningful progress is built on shared moments and strong connections.



# PINK OCTOBER



we were honored to host a powerful and heartfelt Breast Cancer Awareness session in collaboration with Pink Ribbon Pakistan.

Led by Dr. Anum Ikram, the session shed light on early detection, prevention, and support for those affected by breast cancer. Her insights were both educational and empowering, leaving a lasting impact on our team.

We were especially moved by Ms. Lynn Ann D'Souza, a courageous survivor and fighter, who shared her inspiring journey of resilience and recovery. Her story reminded us that with awareness, support, and determination—Together, We Can Defeat This Disease.





## DIWALI CELEBRATIONS

we believe true inclusion is built on respect, recognition, and shared joy. This Diwali, we had the pleasure of celebrating with our colleagues by sharing festive sweets a warm gesture of appreciation and togetherness. It wasn't just about the celebration; it was a moment of connection, cultural pride, and unity across our diverse team.

The smiles, conversations, and shared happiness reminded us that diversity isn't just about representation it's about creating a space where everyone feels they belong.

As part of the Marine Group of Companies, we're proud to nurture a workplace where every individual is seen, valued, and celebrated.





## CHRISTMAS CELEBRATIONS

This Christmas, we celebrated more than just a festive season at Port Link International Services—we celebrated togetherness, gratitude, and the joy of being part of a shared journey. From exchanging warm wishes to enjoying little festive surprises, every moment reminded us of the value of connection and camaraderie within our team.

For us, the holiday spirit is not just about decorations or treats; it's about creating a culture where everyone feels seen, valued, and inspired. These moments of laughter and cheer strengthen the bonds that make our workplace a true community.

As part of the Marine Group of Companies, we take pride in building a culture that honors diversity, nurtures belonging, and celebrates every individual—not just at Christmas, but all year round.





**WELCOMING NEW  
TALENT**



## NEW JOINER ANNOUNCEMENT

# WELCOME TO THE TEAM

Karachi - Head  
Office



Fareeha Shakir  
Head of HR



Kamran Malik  
Head of Commercial - Import



Shahjahan  
AM Sales



Tufail Ali  
Dep. Manager BD



Faqi Ul Haq Najmi  
AM Sales



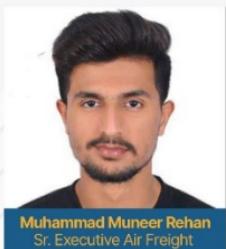
Anosha Rab Siddiqui  
AM Human Resources



Syed Abdullah  
Sr. Manager Air Freight



Muhammad Danish  
AM – Payables & Collections



Muhammad Muneer Rehan  
Sr. Executive Air Freight



Hafiz Anus Rehman  
AM Export Documentation



Muhammad Haris  
Sales Support Executive



Saima Mahmood Siddiqui  
Manager CS & Pricing



## NEW JOINER ANNOUNCEMENT

# WELCOME TO THE TEAM

### Lahore - Branch Office



**Abid Ali**  
Area Sales Manager (Lahore)



**Mohsin Ali**  
Manager Sales (Lahore)



**Sardar Mansoor**  
Manager Sales & BD (Lahore)



**Sufyan Ahmed Khan**  
Manager Sales & BD (Lahore)



**Zara Gull**  
AM Customer Services (Lahore)



**Mujahid**  
AM Sales Support (Lahore)

# PORT LINK

A MARINE GROUP COMPANY

As we continue this journey together, we thank our teams for their passion, hard work, and commitment. Every milestone is a reflection of collective effort, and together we look forward to achieving greater success in the days ahead.

