



**Partner in Building
Your Net-worth**



ABOUT GBA



Global Business Alliance (GBA) Pvt Ltd stands as an international platform registered with the Securities Exchange Commission of Pakistan (SECP). Leveraging its extensive experience in global networking and a commitment to fostering bilateral and multilateral trade, business, and services, GBA is a membership-based network that is backed by three decades of experience and consultancy.

“全球智行”工业互联网企业互访活动正式启动

"Global Smart Tour" industrial internet enterprises exchange programme officially launched

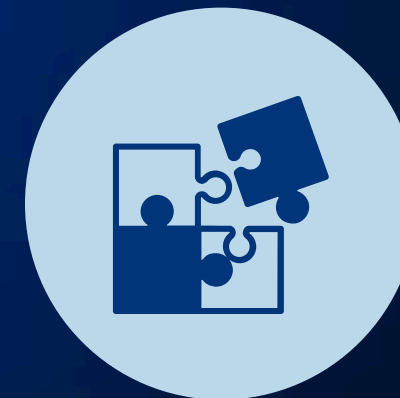


AIMS & GOALS



AIM

We aim to foster meaningful connections by promoting and expanding bilateral and multilateral trade. Our focus is on building lasting alliances, exploring new markets, and leveraging existing business opportunities through the exchange of valuable information and resources that benefit all members of the forum.



GOAL

The overarching goal of GBA is to assist its members in achieving transformational growth, realizing their full potential, and upholding the highest standards of business ethics and principles.

OUR TEAM



Muhammad Asif Noor
Chairman



Zeeshan Ahmed
Secretary General



Dr. Farhat Asif
Director



Amir Khan
Vice President



Angela Chen
Vice President



Safeer Ul Hak
Advisor

WHAT GBA OFFERS

01

Extending global connections to strengthen partnerships with diplomatic missions, governments, and trade organizations.

02

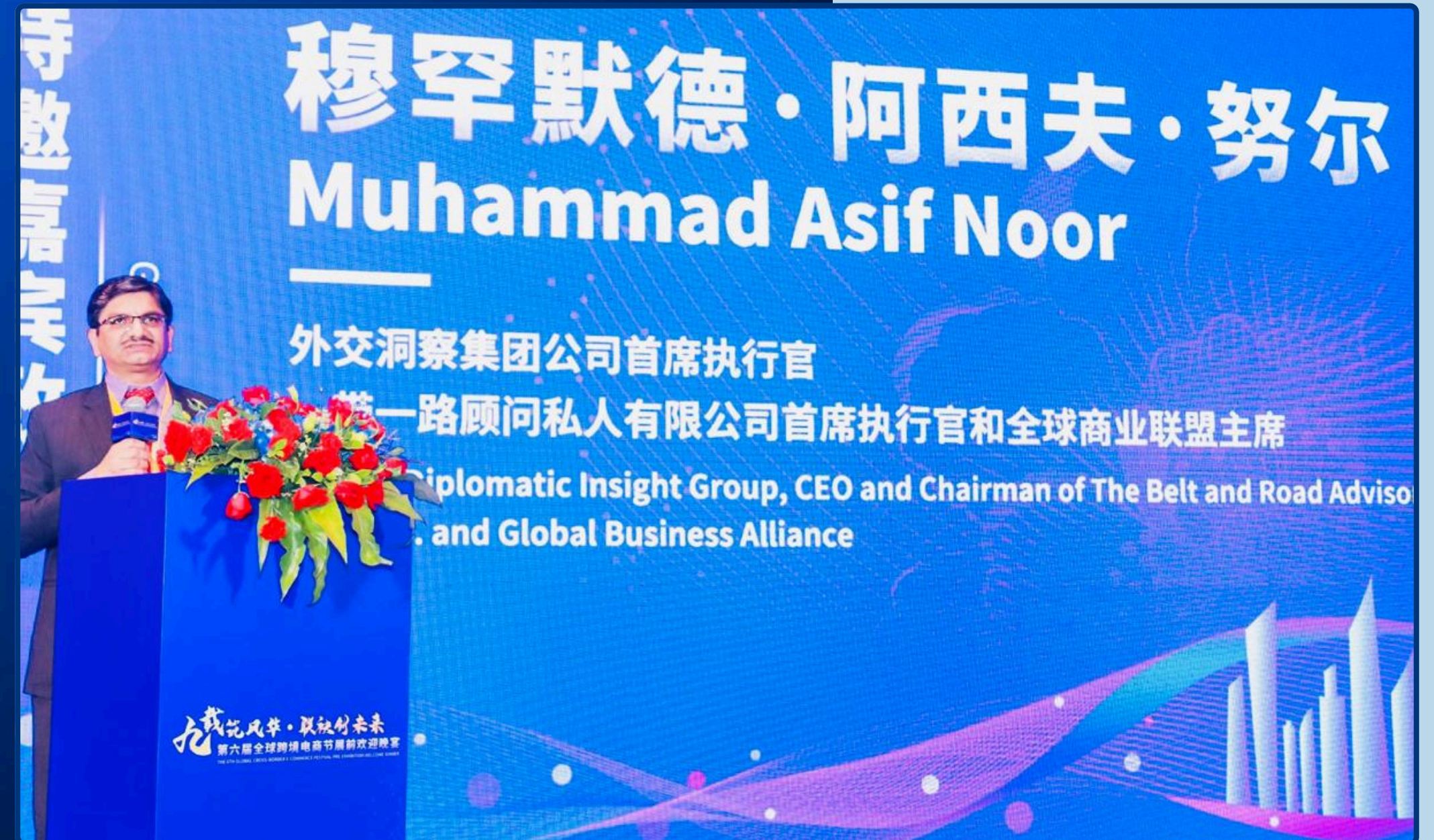
Enabling smooth engagement between the public and private sectors for sustainable economic development.

03

Providing expert advisory services to facilitate international business and trade cooperation.

04

Assisting enterprises in expanding their footprint through strategic collaboration and cross-border opportunities.



Consultancy Services

Business Development Strategies in Pakistan, China and Central Asia



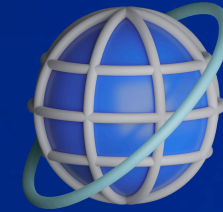
- Develop customized business development strategies to enhance market penetration and expansion.
- Identify and evaluate potential business partners, distributors, and collaborators globally.

Investment Advisory



- Offer investment advisory services to guide companies and countries in informed investment decisions.
- Assess investment opportunities, risks, and returns in various sectors and regions.

Networking Opportunities



- Facilitate participation in high-level business activities such as Trade Delegations, Business Forums, and Trade Fairs.
- Connect companies with potential investors, business partners, and clients through B2B networking events.

Government and Regulatory Affairs



- ✓ Provide insights into regulatory environments and government policies affecting international trade.
- ✓ Assist in navigating regulatory challenges and building positive relationships with government entities.



Strategic Alliances and Partnerships

- ✓ Facilitate the formation of strategic alliances and partnerships between businesses and countries.
- ✓ Identify synergies and opportunities for collaboration to achieve mutual growth and success.



Capacity Building and Training

- ✓ Conduct training programs to enhance the skills and capabilities of businesses and government officials in international trade practices.
- ✓ Offer workshops on cultural intelligence and effective communication in a global business context.

Risk Management

- ✓ Develop risk assessment and management strategies to mitigate potential risks associated with global business operations.
- ✓ Provide guidance on political, economic, and market risks in different regions.

Trade Facilitation Services

- ✓ Provide guidance on import/export regulations and customs procedures to facilitate smooth cross-border trade.
- ✓ Assist in navigating international trade policies and compliance requirements.



Market Research and Analysis

- ➔ GBA offers to conduct comprehensive market research to identify potential opportunities and challenges in target markets.
- ➔ GBA offers analysis of market trends, consumer behavior, and regulatory frameworks to guide strategic decision-making.

Legal and Contractual Support

- ➔ Offer legal guidance on international contracts, trade agreements, and dispute resolution mechanisms.
- ➔ Assist in drafting and reviewing contracts to ensure compliance with international legal standards.



Memberships

GBA offers two types of membership:

Executive Council Members

Membership



MoUs & Strategic Business Partnerships

CAIBC–GBA MoU for Central & South Asia Economic Integration

The Global Business Alliance (GBA) and the Central Asia International Business Council (CAIBC) signed a Memorandum of Understanding to advance sustainable trade, investment, and cross-regional business collaboration between Central and South Asia.

Signed by Muhammad Asif Noor, Chairman GBA, and Kassymkhan Kapparov, Chairman CAIBC, the agreement aligns with the vision of the Central Asia Regional Economic Cooperation (CAREC) framework to enhance regional connectivity and shared prosperity.

The ceremony was witnessed by senior representatives of the Asian Development Bank, alongside the Minister for Economy and Commerce of Kyrgyzstan and the Advisor to the President of Tajikistan.



GBA & GLA Explored Areas of Collaboration to Facilitate Global Businesses



A delegation from the Global Business Alliance (GBA), led by Chairman Muhammad Asif Noor, visited the Global Logistics Alliance (GLA) headquarters in Shenzhen, China. The meeting focused on fostering collaboration to enhance international trade efforts, particularly in emerging markets. Both sides explored practical avenues for partnership and emphasized the importance of building trust-based, long-term relationships in today's interconnected global economy.



MoU Signing with KIT Business Association to Advance Pakistan–Kazakhstan Trade Cooperation

The Global Business Alliance (GBA) and the KIT Business Association signed a Memorandum of Understanding (MoU) to strengthen cross-border trade and economic collaboration between Pakistan and Kazakhstan.

The strategic partnership aims to enhance business presence, encourage investment flows, and promote sustained cooperation across key economic sectors, reinforcing bilateral commercial ties between the two countries.



Strategic Engagement with Shenzhen Cross-Border E-Commerce Association (SZCBEA)



The Global Business Alliance (GBA) delegation held a productive meeting with the leadership of Shenzhen Cross-Border E-Commerce Association at its headquarters in Shenzhen. Discussions with the Vice President and senior representatives focused on formalizing collaboration for specialized e-commerce training programs.

This engagement reinforces GBA's commitment to equipping Pakistani and regional enterprises with practical knowledge, cross-border market insights, and the strategic tools required to compete effectively in the global digital economy.



Chairman GBA Represented Pakistan at Global Industrial Internet Conference 2025 in China

Muhammad Asif Noor, Chairman Global Business Alliance (GBA), represented Pakistan in the Global Industrial Internet Conference 2025. It was held in Shenyang, China from September 5-8, 2025.

Organized by the China Federation of Industrial Economics, Xinhua Net, and China Unicom, the event focused on integrating AI with the industrial internet to promote intelligent and green manufacturing. It featured over 20 forums and exchanges, bringing together government officials, industry experts, and business leaders from various countries to discuss technological advancements and development opportunities.



GBA and Kyrgyz Union of Industrialists and Entrepreneurs Signed Agreement to Launch Pakistan–Kyrgyzstan Trade House

The Union of Industrialists and Entrepreneurs of Kyrgyzstan and the Global Business Alliance of Pakistan has signed a agreement to establish Pakistan-Kyrgyzstan Trade House during Kyrgyz Republic-Pakistan Trade and Investment Forum held in Bishkek, Kyrgyzstan. The forum was jointly organized by USAID, Government of Pakistan and Government of the Kyrgyz Republic.



GBA and Azerbaijan Chamber of Commerce Signed MoU

Global Business Alliance (GBA) signed a Memorandum of Understanding (MoU) with the Azerbaijan Chamber of Commerce and Industry to strengthen business-to-business cooperation and promote trade and investment opportunities between Azerbaijan and Pakistan.



Global Business Alliance Visit to Guangdong Chamber of Commerce

GBA team visited the Guangdong Chamber of Commerce of Importers and Exporters in Guangzhou, China, to strengthen bilateral trade relations and explore opportunities for cooperation.

This strategic meeting aimed to enhance economic ties, facilitate trade, and promote business partnerships between Pakistan and China. By engaging with key stakeholders and industry leaders, we seek to unlock new avenues for growth and development.



MoU Signed Between GBA and the Eastern Chamber of Commerce, Poland

A Memorandum of Understanding (MoU) was signed between the Global Business Alliance (GBA), Pakistan and the Eastern Chamber of Commerce, Poland.

The agreement aims to establish a structured framework for cooperation to promote trade, investment, innovation, and private sector engagement between Pakistan and Poland, with a special focus on connectivity between Eastern Europe and South Asia.

The MoU was formally signed by Zenon Chodowiec, Chairman of the Eastern Chamber of Commerce, and Muhammad Asif Noor, Chairman of the Global Business Alliance (GBA).



Agreement Between GBA and Pakistan-Azerbaijan Chamber of Economic Cooperation

A Memorandum of Understanding (MoU) was signed between the Pakistan-Azerbaijan Chamber of Economic Cooperation (PAKAZCHAM) and Global Business Alliance within the framework of Azerbaijan-Pakistan Business Forum to enhance business cooperation between Azerbaijani and Pakistani companies.



GBA and Huahe International China Signed Agreement to Enhance Bilateral Trade and Promote SCO Business Forums

The Global Business Alliance Pakistan signed an agreement of cooperation with Huahe International Business Consultancy, China, to promote China-Pakistan business and trade relations. The agreement also includes arrangements to organize business forums in various countries worldwide, particularly within the Shanghai Cooperation Organization (SCO).



Global Business Alliance and Founder Club of Azerbaijan Signed MoU

Global Business Alliance (GBA) signed a Memorandum of Understanding (MoU) with the Founder Club of Azerbaijan and jointly organized B2B meetings between business communities of both countries. The sessions proved highly productive, facilitating meaningful exchanges of ideas, opportunities, and products aimed at strengthening bilateral trade and economic cooperation.



Chairman GBA Participates in Prime Minister's Business Delegation to Azerbaijan

Muhammad Asif Noor, Chairman of Global Business Alliance, was honored to be part of Prime Minister Muhammad Shehbaz Sharif's Business Delegation to Azerbaijan. The Business Forum in Baku, co-chaired by President Ilham Aliyev and Prime Minister Shehbaz Sharif, paved the way for enhanced economic cooperation between the two nations.

The forum focused on Azerbaijan's investment interest in Pakistan's oil & gas sector, along with potential collaborations in travel, pharmaceuticals, and transportation. It was a privilege to engage with esteemed dignitaries and explore new opportunities for bilateral trade and investment.



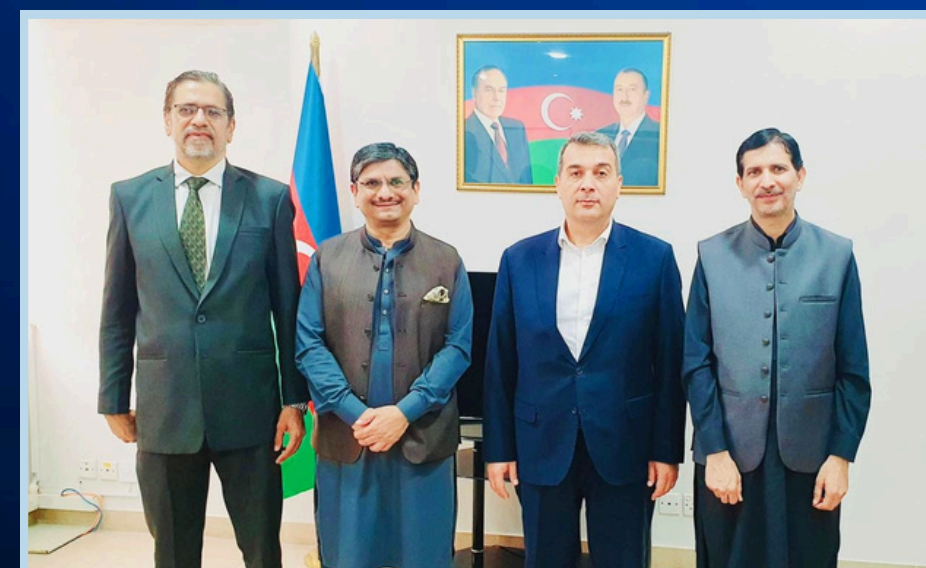
GBA Signs MoUs with several Chambers of Commerce

Global Business Alliance (GBA) signed a Memorandum of Understanding with Islamabad Chamber of Small Traders and Small Industries (ICSTSI) for developing bilateral cooperation in business, trade, networking, global outreach, research, development, and training for the mutual benefit of both organizations.

Moreover, the Global Business Alliance (GBA) signed a Memorandum of Understanding with the Skardu Chamber of Commerce & Industry to develop bilateral cooperation in business, trade, networking, global outreach, research, development, and training for the mutual benefit of both organizations.

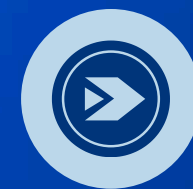


GBA ACTIVITIES





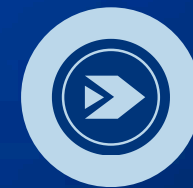
Why Choose GBA



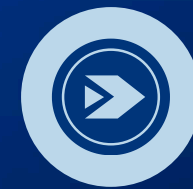
Provides consultancy services to facilitate global business and trade cooperation.



Extends network outreach to support enterprises linked with diplomatic missions, governments, and trade bodies.



Offers members a competitive advantage for growth, partnerships, and strategic alliances worldwide.



Ensures exclusive access to global investors and business partners.



Actively promotes participation in trade delegations, forums, fairs, and B2B networking events.



Holds MoUs with Chambers of Commerce and Industries in Pakistan, Azerbaijan, Kyrgyzstan, and other regions.



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