

Strategic Directions of GCCI

- **International Perspective:**
Lead business community with an international perspective.
- **Leading National Chamber:**
Being a leading Pakistani chamber recognized as a symbol of excellence.
- **Create a Favorable ecosystem:**
Engage all stakeholders/ key players and develop a favorable business ecosystem.
- **Helping Hand:**
Help members create, manage and promote their enterprises.
- **Brand Management:**
Develop and maintain the brand image of quality, reliability and trustworthiness.