MEMORANDUM OF UNDERSTANDING (MoU)
BETWEEN
WBC INTERNATIONAL (PVT.) LTD.
AND
GUJRANWALA CHAMBER OF COMMERCE & INDUSTRY (GCCI)

This Memorandum of Understanding ("MoU" or "Agreement") is entered into on this 6th day of October, 2026.

BETWEEN: WBC International (Pvt.) Ltd., operating as World Business Collaboration ("WBC"), Head Office in Islamabad, Pakistan, represented by its Chairman & CEO, Mr. Sarfraz Ahmad (the "First Party");

AND: Gujranwala Chamber of Commerce & Industry (GCCI), representing the Business Community of Gujranwala, Punjab, Pakistan, represented by its duly authorized representative (the "Second Party").

WBC and GCCI are referred to individually as a "Party" and collectively as the "Parties".

1. BACKGROUND & PURPOSE

WBC is an international business collaboration platform dedicated to promoting trade, investment, B2B networking, and international connectivity for SMEs, exporters, and investors. GCCI represents the business community of Gujranwala, working to enhance member competitiveness and growth. Both Parties agree to establish a framework of cooperation to promote Gujranwala's commercial sector, advance women's empowerment, foster export joint ventures, and facilitate international trade missions.

2. SCOPE OF COOPERATION

Subject to mutual agreement, applicable laws, and internal policies, the scope of cooperation encompasses:

- Mutual business promotion through WBC's global business network and digital platforms.
- B2B networking, trade matchmaking, joint ventures, and international market expansion.
- Facilitation of business delegations, trade missions, international trade forums, and exhibitions.
- Support for SME development, startup mentorship, and business consultancy services.
- Women's empowerment initiatives, including skills training, mentorship, and leadership development.
- Joint training programs, advisory workshops, and structured capacity-building sessions.

3. WOMEN EMPOWERMENT & BUSINESS COUNSELLING

The Parties commit to actively encouraging women's participation in trade and entrepreneurship by providing women-led enterprises with market access, mentorship, and platform visibility. Furthermore, WBC shall extend specialized advisory sessions, market growth consulting, and export guidance to GCCI members on mutually agreed terms.

4. ROLES AND RESPONSIBILITIES

Roles & Responsibilities of WBC	Roles & Responsibilities of GCCI
• Leverage global network to promote GCCI & members. • Facilitate international introductions, buyers & investors. • Invite GCCI members to international forums & trade fairs. • Provide promotional support via WBC digital channels. • Assist in women empowerment & business counselling.	• Provide WBC reasonable access to introduce services to members. • Nominate a dedicated focal person for program coordination. • Share member & event information for promotional purposes. • Facilitate WBC participation in GCCI events & delegations. • Encourage women-led enterprise participation in joint programs.

5. LEGAL NATURE & NON-EXCLUSIVITY

This MoU constitutes a non-binding declaration of intent and does not create legal financial obligations. Specific projects shall be executed under separate written agreements. This arrangement is non-exclusive, allowing both Parties to collaborate with other entities.

6. CONFIDENTIALITY & INTELLECTUAL PROPERTY

Each Party shall maintain strict confidentiality regarding non-public commercial, technical, and organizational information received. Pre-existing intellectual property remains the exclusive property of its respective owner. Joint branding requires prior written consent.

7. DURATION, TERMINATION & GOVERNING LAW

This MoU is valid for five (5) years from the Effective Date and may be renewed by mutual written consent. Either Party may terminate this MoU upon thirty (30) days' written notice. This MoU shall be governed by and construed in accordance with the laws of the Islamic Republic of Pakistan. Disputes shall be resolved amicably through mutual consultation.

IN WITNESS WHEREOF

The authorized representatives of the Parties have executed this Memorandum of Understanding as of the date first written above.

FOR WBC INTERNATIONAL (PVT.) LTD.

Name: Sarfraz Ahmad

Designation: Chairman & CEO

Signature: ----------

Witness: Ali Raza

Designation: Global Advisor / Advocate High Court

Signature: ----------

FOR GUJRANWALA CHAMBER OF COMMERCE & INDUSTRY

Name: Ghulam Hussain

Designation: President

Signature: ----------