



Exclusive Interview



Mr. Muhammad Ali Tabba

Chief Executive Officer,
Lucky Cement Limited

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ICMA: How has the Pakistani manufacturing sector coped with economic fluctuations in recent years, and are we still experiencing the consequences of the pandemic?

Muhammad Ali Tabba: The Pakistani manufacturing sector has faced its share of challenges in recent years, including economic fluctuations and the impact of the global pandemic. Initially, the sector experienced disruptions in the supply chain, workforce shortages, and decreased consumer demand. However, resilient adaptation strategies, such as embracing digitalization, improving operational efficiency, and diversifying markets, have helped mitigate the consequences. While some challenges persist, the manufacturing sector is gradually recovering, and lessons learned during the pandemic are fostering a more agile and resilient manufacturing landscape.

ICMA: What specific economic issues have posed challenges for the resilience of the Pakistani manufacturing industry?

Muhammad Ali Tabba: Several economic issues have tested the resilience of the Pakistani manufacturing industry. Currency fluctuations, inflation, energy shortages, and

regulatory uncertainties have been persistent challenges. These factors affect production costs, pricing strategies, and overall competitiveness. Additionally, the industry is sensitive to global economic conditions, impacting export-oriented businesses. Enhancing resilience requires a collaborative effort between the government and industry stakeholders to address these systemic issues and create a conducive environment for sustainable growth.

ICMA: How does Lucky Cement ensure sustainability and adaptability in the face of rapid technological advancements impacting the manufacturing sector?

Muhammad Ali Tabba: Lucky Cement maintains sustainability and adaptability through continuous innovation and strategic investments. The company embraces cutting-edge technologies in cement manufacturing. These technologies enhance efficiency, reduce environmental impact, and ensure compliance with evolving industry standards. Lucky Cement also prioritizes sustainability through responsible sourcing of raw materials, energy efficiency measures, and community engagement, fostering long-term resilience in a dynamic business environment.

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ICMA: How is technology like digital tools or software improving cement manufacturing processes?

Muhammad Ali Tabba: Digital tools and software have revolutionized cement manufacturing processes by optimizing efficiency and sustainability. Advanced process control systems monitor and adjust production parameters in real-time, ensuring optimal performance and resource utilization. Predictive maintenance using data analytics helps prevent equipment breakdowns, minimizing downtime and maintenance costs. Furthermore, digital tools enhance quality control, ensuring consistent product quality. The integration of technology not only improves operational efficiency but also aligns with global sustainability goals by reducing energy consumption and environmental impact.

ICMA: How do skill shortages affect industry resilience and growth in Pakistan? What can be done to improve the situation?

Muhammad Ali Tabba: Skill shortages pose a significant challenge to industry resilience and growth in Pakistan. A skilled workforce is essential for adopting new technologies and driving innovation. To address this, collaborative efforts between industry and educational institutions are crucial. Companies can invest in training programs, apprenticeships, and partnerships with educational institutions to bridge the skill gap. Additionally, government

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initiatives to promote vocational education and align curricula with industry needs can contribute to a more skilled and adaptable workforce, fostering long-term industry growth.

ICMA: What do you anticipate as the forthcoming challenges and opportunities for the Pakistani industry, and what steps should businesses take to prepare for them?

Muhammad Ali Tabba: Anticipated challenges for the Pakistani industry include geopolitical uncertainties, regulatory changes, and evolving consumer preferences. Opportunities depends on digital transformation, sustainable practices, and global market diversification. Businesses should proactively invest in technology, embrace sustainable practices, and stay agile to navigate uncertainties. Strengthening collaboration with stakeholders, fostering innovation, and maintaining a customer-centric approach will be essential for sustained growth and competitiveness in the global market.

“ Collaborative efforts between the public and private sectors, along with adherence to international standards, will be instrumental in ensuring sustainable and robust growth for the cement and construction sectors in Pakistan ”

ICMA: How do you foresee the future growth of the cement industry and construction sector in Pakistan?

Muhammad Ali Tabba: The future growth of the cement industry and construction sector in Pakistan is promising, driven by urbanization, infrastructure development, and government initiatives. The construction of new housing projects, roads, and energy infrastructure will boost demand for cement. The industry can leverage this growth by adopting environmentally friendly practices, exploring new markets, and investing in technology for efficiency. Collaborative efforts between the public and private sectors, along with adherence to international standards, will be instrumental in ensuring sustainable and robust growth for the cement and construction sectors in Pakistan.

The Editorial Board thanks Mr. Muhammad Ali Tabba, Chief Executive Officer, Lucky Cement Limited for sparing from his precious time to give exclusive interview for Chartered Management Accountant Journal.