

SILK ROAD ENTERPRISES
Connecting Heritage, Connecting People



September 19, 2026

Ref: SRE/MOFA/2026-003

Invitation for International Silk Route Festival – 2026
(24-25 October-2026)

Silk Road Enterprises has the honor to invite all Foreign Missions and International Organizations based in Islamabad to participate in the International Silk Route Festival 2026, being held in Islamabad on 24–25 October 2026. The International Silk Route Festival is conceived as a platform bringing together countries, diplomatic missions, international organizations, businesses, investors, universities, cultural institutions, tourism stakeholders and communities connected by the historic Silk Route and its contemporary economic and cultural linkages.

The historic Silk Road, with its extensive network of routes across Asia, passed through several important corridors in present-day Pakistan, including the Karakorum, Khyber and Boleyn Passes. Beyond facilitating trade, these routes connected civilizations and enabled the exchange of cultures, religions and ideas. Pakistan today remains home to several UNESCO World Heritage sites associated with this rich heritage.

Silk Road Enterprises, a Gilgit-Baltistan-based organization, brings decades of experience in tourism promotion, destination marketing, trade facilitation and investment outreach. Its work connects Pakistan's cultural heritage, tourism potential and business opportunities with international stakeholders.

The 2nd International Silk Route Festival 2026, themed “Reviving the Silk Route: Connecting Cultures, Creating Opportunities”, will be held at the Pakistan National Council of Arts and Islamabad Serena Hotel with the Government of Pakistan support and facilitation. Participants will have the opportunity to exhibit their products and expertise through dedicated exhibition stalls

Festival Dates & Venues

Saturday, 24 October 2026 - Opening Ceremony & International Exhibition: Pakistan National Council of the Arts (PNCA), Islamabad

Sunday, 25 October 2026 - Closing Ceremony & Gala Dinner: Islamabad Serena Hotel

The concluding day will feature the festival's closing proceedings, a cultural performance highlighting the diversity of Silk Route traditions, followed by a Gala Dinner. A tentative program/agenda for the festival is attached for the kind information of participating Missions and Organizations.

Foreign Missions and International Organizations in Islamabad are particularly invited to participate in the International Exhibition, where they may present their respective: Country, institution or organization's cultural and historical heritage, tourism destinations and opportunities, trade and investment opportunities, Educational and institutional initiatives, products, handicrafts, publications and promotional material and other initiatives relevant to strengthening relations and cooperation with Pakistan and the wider Silk Route region.



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In recognition of the important role of the diplomatic community in promoting international cooperation and cultural understanding, special participation arrangements have been made for Foreign Missions and International Organizations based in Islamabad. The applicable diplomatic participation rate for an exhibition stall is: PKR 50,000.

The Missions and Organizations wishing to participate are requested to complete the registration through the official Festival registration portal: <https://silkroadenterprises.pk/book-stall>

The registration form will allow participating Missions and Organizations to provide the necessary details regarding their participation and exhibition requirements. We would be honored to see the diplomatic and international community of Islamabad represented prominently at the International Silk Route Festival 2026. We believe their participation will significantly enrich the festival and further its objective of promoting international friendship, cultural diplomacy, tourism, trade, investment and people-to-people connectivity along the modern Silk Route.

Silk Road Enterprises remains committed to ensuring that the participation of each Mission and Organization is professionally facilitated and that the festival provides a strong platform for international engagement.

We sincerely hope that your esteemed Mission/Organization will join us for this important occasion and contribute to making the International Silk Route Festival 2026 a memorable celebration of the shared heritage, diversity and future potential of the Silk Route.

We look forward to welcoming your esteemed Mission/Organization to Islamabad.
Focal Person for coordination and confirmation of attendance shall remain:

Shehryar Khan 0300 850 2090
Shehryar.khan@silkroadenterprises.pk

Best Wishes,

Prince Shehryar Khan

Mian M. Hashim Masood

Ms. Sadaf Khalid Khan



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INTERNATIONAL SILK ROUTE FESTIVAL 2026

24-25 OCTOBER 2026 | ISLAMABAD

24 October 2026

Pakistan National Council of the Arts (PNCA), Islamabad

OPENING PROGRAMME – PNCA AUDITORIUM

Time	Activity	Details
9:00 AM	Registration Opens	Guest check-in and verification of registered entry passes
10:30 AM	Recitation of the Holy Quran & National Anthem of Pakistan	
10:45 AM	Welcome Address & Festival Introduction	Sadaf Khalid Khan, Director, Silk Road Enterprises Mian Hashim Masood, Director, Silk Road Enterprises
10:55 AM	Address by Chief Guest	Mr. Jam Kamal Khan, Federal Minister for Commerce (TBC) OR Mr. Ahsan Iqbal Chaudhary, Federal Minister for Planning, Development and Special Initiatives (TBC)
11:10 AM	Pakistan Tourism Potential with the Silk Route Countries	Mr. Aftab-ur-Rehman Rana, Managing Director, PTDC / Sardar Yasir Ilyas Khan, Coordinator to the Prime Minister on Tourism
11:20 AM	Remarks by Dean of the Diplomatic Corps	H.E. Mr. Atadjan Movlamov, Dean of the Diplomatic Corps / Ambassador of Turkmenistan (subject to MOFA coordination and confirmation)
11:30 AM	Closing Remarks	Prince Shehryar Khan, Director, Silk Road Enterprises
11:40 AM	Souvenir Presentation & Group Photo	Chief Guest and Volunteers
12:00 PM	International Exhibition Opening	Ribbon-cutting / opening of exhibition space
12:30 PM	Media Interactions	Media wall
1:00 PM	Lunch Break	

SESSION I – PNCA AUDITORIUM | KHYBER PAKHTUNKHWA TRADE, TOURISM & INVESTMENT OPPORTUNITY DIALOGUE

Time	Activity	Details
1:40–2:40 PM	Session Moderation & Dialogue	Sadaf Khalid Khan, Director, Silk Road Enterprises Junaid Altaf, President, Sarhad Chamber of Commerce and Industry Malik Adeel Iqbal, Advisor to the Chief Minister of Khyber Pakhtunkhwa on Tourism Ms. Kiran Afzal / Dr. Abdul Samad, World Bank / Directorate of Archaeology and Museums, Government of Khyber Pakhtunkhwa
	Chief Guest	Mr. Faisal Karim Kundi, Governor of Khyber Pakhtunkhwa
	Q&A	
	Minutes of Meeting	



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SESSION II – PNCA AUDITORIUM | BALOCHISTAN & SINDH TRADE, TOURISM & INVESTMENT OPPORTUNITIES

Time	Activity	Details
2:50–3:50 PM	Trade, Tourism & Investment Dialogue	Moderator: Sadaf Khalid Khan, Director, Silk Road Enterprises Mr. Feyaz Ali Shah, Managing Director, Sindh Tourism Development Corporation Mr. Hameedullah Naser, Secretary Tourism, Culture and Archives Department, Government of Balochistan
	Chief Guest	Mr. Salman Javed, Member, Chamber of FPCCI
	Q&A	
	Minutes of Meeting	

SESSION III – PNCA AUDITORIUM | AJK & GILGIT-BALTISTAN TOURISM, TRADE & INVESTMENT OPPORTUNITIES

Time	Activity	Details
4:00–5:00 PM	Session Chair & Opening Remarks	Additional Chief Secretary, Azad Jammu and Kashmir
	AJK Tourism & Archaeology	Mr. Shaukat Ali, Director General, Azad Jammu and Kashmir Tourism and Archaeology Department
	AJK Trade & Investment	Mr. Zulfiqar Abbasi, Former President, Azad Jammu and Kashmir Chamber of Commerce and Industry
	GB Private Sector Perspective	Rani Atiqah Ghazanfar
	Q&A	
	Minutes of Meeting	



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25 October 2026
Islamabad Serena Hotel

DAY 2 OPENING & TOURISM PROMOTION SESSION – ISLAMABAD SERENA HOTEL

Time	Activity	Details
1:00 PM	Opening Remarks	Sadaf Khalid Khan, Director, Silk Road Enterprises Mian Hashim Masood, Director, Silk Road Enterprises
1:15 PM	Address by Chief Guest	Ms. Maryam Aurangzeb, Senior Provincial Minister, Government of Punjab (TBC)
1:25 PM	PTDC Role in Tourism Promotion with China & Central Asian Countries	Sardar Yasir Ilyas Khan, Coordinator to the Prime Minister on Tourism

SESSION I – PUNJAB TRADE, TOURISM & INVESTMENT OPPORTUNITIES | ECO TOURISM CAPITAL FOR 2027

Time	Activity	Details
1:30 PM	Punjab Tourism & Trade Dialogue	Moderator: TBC Mr. Socrat Aman Rana, Secretary, Tourism, Archaeology and Museums Department, Punjab Mr. Faheem-ur-Rehman Saigol, President, Lahore Chamber of Commerce Mr. Ahmad Shafiq, CEO, College of Tourism & Hotel Management Mr. Ijaz Mahmood Malik, Air Vice Marshal
	Q&A	
	Chief Guest Recognition	Ms. Maryam Aurangzeb, Senior Provincial Minister, Government of Punjab
	Minutes of Meeting	

SESSION II – SILK ROUTE TOURISM & TRADE DIPLOMACY

Time	Activity	Details
2:35 PM	Diplomatic Participation	Ambassadors / Heads of Mission who may wish to participate, subject to MOFA coordination and confirmation.
2:45 PM	Pakistan–China Tourism Revival	H.E. Jiang Zaidong, Ambassador of the People's Republic of China (TBC)
2:55 PM	Pakistan & Uzbekistan Tourism and Trade	H.E. Alisher Tukhtaev, Ambassador of the Republic of Uzbekistan (TBC)
3:05 PM	Pakistan & Tajikistan Tourism and Trade	H.E. Mr. Sharifzoda Yusuf Toirali, Embassy of the Republic of Tajikistan (TBC)
3:15 PM	Pakistan's Potential with Kazakhstan for Tourism & Trade	H.E. Yerzhan Kistafin, Ambassador, Embassy of the Republic of Kazakhstan (TBC)
	Chief Guest Recognition	Senator Mushahid Hussain Sayed
	Q&A	



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SESSION III – SILK ROUTE CULTURAL DIPLOMACY DIALOGUE

Time	Activity	Details
3:30–4:30 PM	Pakistan Cultural Diplomacy Dialogue	Moderator: Ambassador Jauhar Saleem, President, Institute of Regional Studies (IRS) Proposed diplomatic participants: Ambassador of Türkiye, Ambassador of Italy, High Commissioner of Malaysia, High Commissioner of Sri Lanka – subject to confirmation and MOFA coordination
	Chief Guest Recognition / Q&A	
	Minutes of Meeting	

SESSION IV – PAKISTAN’S MARITIME TRADE, TOURISM & EDUCATION AND INVESTMENT OPPORTUNITIES

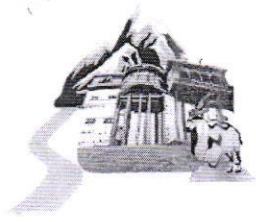
Time	Activity	Details
4:30–5:30 PM	Maritime Tourism & Investment Dialogue	Moderator: Vice Admiral (Retd.) Dr. Ahmed Saeed, President, National Institute of Maritime Affairs (NIMA) Participating experts and institutions: TBC
	Chief Guest Recognition / Q&A	
	Minutes of Meeting	

SESSION V – PAKISTAN–CHINA TOURISM, TRADE & INVESTMENT DIALOGUES | 75 YEARS OF PAKISTAN–CHINA FRIENDSHIP

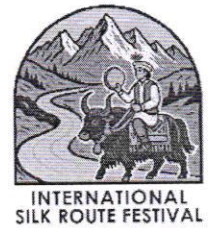
Time	Activity	Details
5:45 PM	Pakistan–China Tourism, Trade & Investment Dialogue	Moderator: Senator Mushahid Hussain Syed H.E. Ms. Naghmana Alamgir Hashmi H.E. Mr. Masood Khalid Mr. Zamir Ahmed Awan, NUST China Expert
6:45 PM	Chief Guest Recognition	H.E. Jiang Zaidong, Ambassador of the People’s Republic of China
	Q&A / Minutes of Meeting	

SESSION VI – ROLE OF MEDIA FOR PAKISTAN’S TOURISM, TRADE & INVESTMENT OPPORTUNITIES

Time	Activity	Details
6:45 PM	Media Dialogue	Naseem Zehra Dr. Arfa, Journalist Zahid Hussain, Journalist and Writer Maleeha Lodhi, Former Permanent Representative to the United Nations
	Moderator	Sadaf Khalid Khan, Director, Silk Route Festival
	Chief Guest Recognition / Q&A	Mr. Attaullah Tarar, Federal Minister for Information and Broadcasting (TBC)
	Minutes of Meeting	Institute of Regional Studies (IRS) / Institute of Strategic Studies Islamabad (ISSI)



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SESSION VII – SUSTAINABLE TOURISM DIALOGUE WITH PROVINCIAL TOURISM DEPARTMENTS

Time	Activity	Details
	Participating in Tourism Departments	Khyber Pakhtunkhwa, Balochistan, Sindh, Punjab, AJK, Gilgit-Baltistan and PTDC
	Sustainable Tourism Policy Training	WWF will conduct training for sustainable tourism policy
	ESG Training Workshop	SEED Ventures will conduct an ESG workshop for Tourism Departments
7:30 PM	Closing Remarks by SRF	Sadaf Khalid Khan, Mian Hashim Masood and Prince Shehryar Khan
8:30 PM	Closing Remarks of ISRF	Prime Minister Muhammad Shehbaz Sharif (TBC) OR Senator Muhammad Ishaq Dar, Deputy Prime Minister & Foreign Minister (TBC) OR Mr. Musadik Masood Malik, Federal Minister for Climate Change and Environmental Coordination (TBC)
8:50 PM	Group Photo / Souvenir Presentations	
9:30 PM	Dinner / Cultural & Musical Performances	Highlights video of Days 1 and 2