Policy Research Institute of Market Economy (PRIME) was established in January 2013 in Islamabad as an independent economic policy think tank by an economist Ali Salman, and is currently run by a board of trustees.

The range of topics included international trade, energy, taxes, property rights, public finance, local economic development and a periodic assessment of government economic performance. PRIME has played a lead role in national debates on public debt, national finance award, tax reforms, and information technology agreement.

This document outlines our plans and thematic focus.
Pakistan’s economy has once again entered into a low-growth trajectory, accompanied by high inflation and mounting public debt. While some macro-economic indicators are improving, and stabilization is visible, there is a consensus that sustainable economic growth can only be achieved by addressing structural issues. This needs a strong focus on good government and competitive markets. Good government is transparent and responsible, which facilitates the process of wealth creation without granting privileges. A competitive market is vibrant, innovative and open to competition. We believe that there are three priority policy and governance reform areas which are preconditions for growth, prosperity and increased participation of Pakistani enterprises in the global value chains. These priority policy areas are:

- Flat, low-rate, broad, and predictable taxes
- Low tariffs and open trade regime
- Markets with good regulations

We call this Pakistan’s Prosperity Agenda.

Why does this Prosperity Agenda matter?

We believe that if this is fully adopted, it will provide much-needed stimulus to the private sector, which will mobilize domestic savings and foreign investment, unleashing sustainable growth, job creation, and poverty reduction. This Prosperity Agenda needs a partnership between a good government and a vibrant private sector. The Prosperity Agenda can become a point of convergence for industrious citizens, hard-working entrepreneurs and responsible civil servants of Pakistan.

Through this Prosperity Agenda, we call for low-rate and flat tax, low tariffs, withdrawal of policy distortions in various markets and introduction of enterprise-friendly regulations. We also call for the private sector to embrace competition, innovation and productivity. We call for the evolution of free and competitive markets and a capable government resourceful enough to deliver public services.

Join PRIME in advancing an agenda for growth & prosperity of Pakistan!
OUR STRATEGY

Publishing original contents which become intellectual tools for reform champions.

Creating networks and lobbies for reforms which function as pressure groups.

Direct presentations and access to policy makers for advocating reforms.
OUR ANNUAL PROGRAMME

12 Prosperity Reports
Quarterly Markets & Regulations
Annual Prosperity Forum
6 Dialogues
24 Opinion Articles
12 Videos
Prosperity Report

PRIME Prosperity Report (PPR) is a monthly review of Pakistan's macro-economy based on the analysis of four periodic data sets - industrial production, trade volume, price levels, and private sector lending. The concept behind this report is intuitive - higher level of industrial output, increases in trade volumes, more lending to the private sector and an improvement in purchasing power of individuals are indicators of a strong economy, signalling prosperity of both firms and households.

Markets & Regulations

Each quarter, PRIME publishes Markets & Regulations, which is a case study of how unwarranted and sometimes well-intended intervention by the government in the economy distorts markets often at the loss of both producers and consumers. Examples abound in the state-owned enterprises, agriculture and corporate subsidy schemes. This report provides a clear description of what we lose as a consequence of such intervention and suggests policy reforms.

Pakistan Prosperity Forum

The Pakistan Prosperity Forum is our flagship annual event that brings leaders from the private sector and government together, to deliberate on the progress and challenges to prosperity of individuals and enterprises. This Forum presents case studies on the best practices and lessons learned in a local policy context, produces recommendations and galvanizes coalitions for change.

PRIME Prosperity Dialogue

The PRIME Prosperity Dialogue is a series of seminars, round tables and lectures, organized to generate awareness and mobilize opinion, supporting reforms pushing for the prosperity agenda for free and competitive markets.

PRIME Workshops

PRIME Workshops are organized for policy makers, civil servants, corporate executives and interested individuals to improve knowledge about policy environment focusing on trade, tax and regulations.
In its 8th year of operation, PRIME has decided to switch from project-based support from international donors to institutional support from Pakistanis only. Regular annual support from a diverse group of individuals and organizations help us agile and be independent. We invite you to become our partner in this journey by pledging an annual amount to fund our programme.

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PRIME
Board of Trustees

Dr. Manzoor Ahmad
Chairman
Dr. Manzoor is the Chairman of the Board of Trustees of PRIME. He is also, the Chairman of the Customs Tariff Advisory Committee set up by the Ministry of Commerce in February 2019. He has served as Pakistan’s Ambassador to WTO at Geneva and Chairman, Pakistan LNG Ltd. He is a regular columnist on trade issues.

Ali Salman
Managing Trustee
Ali Salman is the founder of PRIME and is currently serving as CEO of the Institute for Democracy and Economic Affairs (IDEAS), a leading independent think tank of Malaysia. He is also CEO of Islam and Liberty Network, a global platform for researchers and academics working on Islam and freedom. Ali writes op-eds for various newspapers in Pakistan and Malaysia.

Dr. Shimail Daud
Trustee
Dr. Shimail, being a physician by background, specialized in healthcare management from UK & USA. He represents the private sector and has remained the President of Rawalpindi Chamber of Commerce and Industry in 2013-14. Dr. Daud has served as a member of the Federal Board of Investment. He is a regular contributor on TV & Radio on national economic issues and policy issue debates.

Mueen Batlay
Trustee
Mueen Batlay is an entrepreneur and an independent consultant. He works in the areas of CPEC, infrastructure, and FDI attraction/industrialization. Previously, he has worked as consultant, Board of Investment; Member, Competition Commission of Pakistan; and has served in various roles in investment banking, project finance, and education policy at the World Bank.

Mehnaz A. Khan
Trustee
Currently engaged in Ph.D. in Human Development and Learning from Massachusetts, USA, Mehnaz Ansar Khan has spent over 20 years in the development, information technology (IT), academic, and management consultancy sectors. She currently is a corporate trainer and visiting faculty at private and public institutes.