

The Dynamics of Pakistan-Poland Relations in the Era of Geo-Economics and Geo-culture

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Abstract

Aim of this study is to investigate the dynamics of Pakistan-Poland relations in the eras of geo-economics and geo-culture. Geo-economics refers to the economic dimensions of geopolitical actor influencing economic policies and initiatives in international relations. Analysis of the concept of geo-economics in light of neoliberalism enables the investigator to explore the potential of economic relations between Pakistan and Poland. The geo-culture as another perception combines cross borders cultural communications and interactions between and among the nations. The model of inter-state relations that suggests international cooperation including bilateral relations as viable is also appropriate for evaluation of Pakistan-Poland relations. The potential of cooperation between the two countries remains largely untapped, specifically in the current global geo-economics and geo-cultural backdrops. Author studies the changing aspects of relations between Pakistan and Poland also from historical perceptions as the Pakistan and Poland ties are originated on a solid base providing a durable source of the collaboration in the emerging political and economic environments. The geo-economics and geo-culture eras offer enormous opportunities of cooperation through different means including functional diplomacies enabling both countries to learn from each other experiences in numerous fields.

Keywords: Pakistan, Poland, Bilateral Relations, Geo-Economics, Geo-culture

Introduction

The nations change their priorities with the rapidly changing global landscape. In this context, the concepts of geo-economics and geo-culture are emerged as significant determinants of international politics. Geo-economics refers to the economic dimensions of geopolitical power and influence, where economic policies and initiatives under the active economic diplomacy play a crucial role in shaping the relations between and among the nations. In the era of geo-economics, Pakistan and Poland have the potential to enhance their bilateral relations in many sectors specially the economic cooperation. Culture is described as a set of characteristics of human life involving traditions, beliefs, education, dress, language, music, and arts passing down from generation to generation. Geo-culture association means cross borders cultural communications and interactions between and among the nations.

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It is a geographic and cultural way of relations among the states that how the cultural ideas, practices and items get distributed across the geographical limitations. Diplomacy is a profession, activity, or skill of administering international relations and traditionally a diplomat or a country's representative involves in the diplomacy for promoting of his/her country abroad. Diplomacy plays an important role in international relations, particularly economic diplomacy embraces building international coalitions and it works as an instrument of the measures adopted by the nations to strengthen their economies. Similarly, the cultural diplomacy is an art or a profession for exchanging ideas, information, language, and other cultural aspects of relations among nations.

Pakistan and Poland enjoy diplomatic relations since 1962 and over the years, these two nations worked together in various fields, including defence, trade, education, and culture. However, the potential of cooperation between these two countries remains largely untapped, remarkably in the current global geo-economics and geo-cultural backdrops. This research article aims to explore the dynamics of Pakistan-Poland relations in the era of geo-economics and geo-culture covering the prospects and challenges to bilateral economic and cultural cooperations. The author examines changing aspects of relations between Pakistan and Poland also from historical perceptions as the Pakistan and Poland ties are founded on a solid base providing a durable source of the collaboration in the emerging geo-economics and geo-cultural environments. There is a huge potential of cooperation in the eras of geo-economics and geo-culture incorporating opportunities and difficulties for two-way cultural and economic interactions. Since Poland and Pakistan have strong historical ties that serve as a reliable foundation for collaboration in the developing geo-economics and geo-cultural milieus, the author also looks at how the basis of relationships can be beneficial for the mutual economic and cultural cooperation. The geo-economics and geo-culture eras offer enormous opportunities of cooperation through different means including functional diplomacies enabling both countries to learn from each other experiences in different fields.

Poland has been a member of the European Union since 2004 under the Accession Treaty signed in Athens in 2003. As a part of the largest political and economic union, the country has the ability to influence EU's decisions. Pakistan is one of the important trading partners of Poland having more than \$750 million trade with this country. As analysis of the potential of bilateral economic and cultural relations between Pakistan and Poland is of the main goals of this study, the author identifies scope of bilateral economic, trade and cultural ties through evaluation of challenges and choices of joint economic and cultural cooperations in scenarios of the nations' shifting economic and cultural interests in the world.

Literature Review

A literature review is a critical element of a research paper as it not only leads to increase knowledge and develop understanding of researchers on their desired topic but by identifying a gap in the existing literature, it also provides a solid ground of the

scientific study. It helps to ensure that the study is a meaningful and a well-structure contribution to the academic discourse on the relevant theme. In this study, purpose of author by review of the literature is to detect the gap in the current scholarly work on the topic of Pakistan-Poland economic and cultural relations. As Pakistan and Poland are maintaining their diplomatic relations since 1960s, level of the bilateral cooperation between the two countries remained moderate and so far, many of the sectors in the perspective are unexplored. Thus, there is a potential of enhancing bilateral cooperation between the two nations, intensely in the eras of geo-economics and geo-culture.

Author of this paper presents verdicts from a few sections of the scholarly contributions encompassing Pakistan-Poland bilateral relations. For instance, covering trade ties and advantages and challenges entirely emphasising on the bilateral economic cooperation, a piece of scientific work suggested enhancement of the bilateral relations through bilateral cooperation and regional connections of South Asia, Central Asia and West Asia (Afridi & Anjum, 2023). No doubt this paper is significant scientific effort, but authors mostly concentrated on bilateral economic cooperation and prospects of involvement of both the countries in the regional connectivity. Concentrating on the origins of Pakistan-Poland's formal diplomatic, strategic, economic, social, and cultural ties since 1962, another academic contribution highlighted that the relationship received limited projection from both sides during the Cold War era but revitalized their collaboration in various development programs since 2007. The author proposed establishing bilateral relations based on both sides understanding, trust, equality, and mutuality and their cooperation in encouraging peace, progress, and constancy in the glob (Ashfaq, 2023).

Similarly underlining both Pakistan and Poland's multidimensional locations to trade with many countries, another scientific input argued that it's Pakistan and Poland's mutual interest to cooperate each other in the energy sectors containing exploration of natural resources because persistent bilateral efforts in these areas leads to great potential for two-sided and international trade (Irfan & Wali. 2023). Despite the potential of cooperation, there are also several challenges faced in the context of mutual relations that need to be addressed. The two countries' considerable distance from one another makes it challenging to build straight aviation links and facilitate direct travel between them. A further problem is less awareness of each side regarding other cultures and business procedures. Pakistan and Poland both must pay a serious attention to strengthening their ties and raising understanding of one another's cultures and business procedures to address these issues.

Rendering assessment of the accessible literature establishes that there is a great space for more research on the bilateral economic and cultural connections between Poland and Pakistan. Therefore, it is noteworthy evidence of the possibility of improving Pakistan-Poland bilateral cooperation in the eras of geo-economics plus geo-culture and cultural economics. To fully realize this potential, both nations must

deal with the current issues, make investments in tightening their connections, and raise public knowledge of one another's corporate customs and cultures. In the age of the economic and cultural diplomacies, Pakistan and Poland can forge closer and more advantageous ties by using such tools.

Theoretical Perspective

Within the scientific investigation of state-to-state relations, a theoretical framework offers a set of ideas and presumptions that supports in the explanation and comprehension of the observed phenomenon. With the advent of geo-economics and geo-culture, the conceptual framework provides a methodical foundation for identifying useful instruments which are frequently employed in the study of the economic and cultural linkages. The theory of neo-liberalism or liberal institutionalism is of the key theories to the international relations including achievable and sustainable cooperations between states, and reduction of disputes and clashes through such collaborations. Robert Keohane's monograph of 1984, "After Hegemony: Cooperation and Discord in the World Political Economy," using insights from the new institutional economics, argues that the international system could remain stable in the absence of a hegemon (Keohane, 1984). The author admitted that cooperation is not a simple task, but states can be benefitted from collective strategies. According to neoliberal institutionalists, states act in their own interests, yet hold a much more optimistic view on cooperation (Solingen, 1994). Thus, the state in the international system can pursue mutual goals beneficial for their national interests.

Trade which refers to exchange of goods or services between economic actors, is one of the important factors in the bilateral economic relations. In the relations between the states including economic cooperation, the model of inter-state relations defines that the cooperative relations indicate a positive relationship such as a cordial and friendly cooperation (Spindler, 2013). The cooperative relations persuade state's financial reserves and avoid the stream of illegitimate resources. The economic and cultural relations between Pakistan and Poland, could be analysed in light the assumption of neoliberalism and model of inter-state relations which call the international cooperation and bilateral relation feasible and viable.

The popular term "geo-economics" is about use of economic means to expand geopolitical goals. Broadly, one can think of geo-economics the interchange of transnational economics, geopolitics and geostrategies as the concept argued that a state projects its power through economic tools (Blackwill, & Harris, 2016). The revival of state's control on capital and state-owned economic operations means that states possess more monetary assets at their disposal; and the deep integration in the global trade and financial markets making geo-economic instruments further dominant. The idea that triggers the concept of geo-economics encompasses the importance of economic factors in determining global politics. As countries around the world increasingly compete for economic dominance, the importance of economic factors in shaping international relations is only likely to grow.

The culture engages customs, values, knowledge, and arts evolving from time to time and the concept of geo-culture is an approach how the culture exchanges from one region to other. It outlines the cross borders cultural communications and interactions between and among the nations. It means relations among the states are out of limits of the boundaries through exchange of cultural ideas, practices and items. The literature defines that geo-culture as a set of ideas, values, and norms broadly recognized in the international system as a significant source of social, economic and political ideologies (Gelis-Filho, n.d.). Combining culture and geography, the concept of geo-culture outlines what is cultural and what is geographic way of intercultural communication and international relations and how cultural aspects (ideas, rituals, objects) get distributed across geography (Guamguami, 2021). As for the cultural economics, it covers connections between culture and economy and offers role of culture in economic development and prosperity of the society. Responding to the query, “how cultural factors shape economic outcomes?”, the literature presents examples of roles of social networking, religion and family structure in economic development and prosperity of the families and societies (Brookings, 2020). The cultural diplomacy is a useful tool in the perspective. In the context of Pakistan-Poland relations, the emergence of geo-economy, geo-culture and cultural economics present both prospects and challenges for bilateral cooperations.

The function of a research design is important to ensure that the evidence available enables the researcher to logically address the research problem. In this case, the author employed a set of mixed methods encompassing historical and descriptive approaches. Since history of the relations influences the contemporary ties among the nations, in this research the historical method employed to examine documented background of the relations between Pakistan and Poland. As this study examines changing aspects of relations between Pakistan and Poland from historical perceptions of relations of the two countries having a solid base providing a durable source of the collaboration in the emerging geo-economics and geo-cultural environments, this method is appropriate for this research. Moreover, the descriptive approach which aims to accurately and systematically define the topics or phenomena related to social science, answers the research question concerning the dynamics of Pakistan-Poland relations in the eras of geo-economics and geo-culture covering the prospects and challenges for bilateral economic and cultural cooperation. As according to an author, "The descriptive method of research is a fact finding with interpretation," (Krishnarao, 1961), thus, it is an applicable approach to find out facts about relations between the two countries.

Historic Ties Between the Two Countries

The historical relations between Pakistan and Poland have deep roots that predate the independence of Pakistan in 1940s. Before the partition of Indian Subcontinent and the subsequent emergence of Pakistan as a separate nation, the region now known as Pakistan was part of British India. During that time, Poland and the Subcontinent shared a historical connection through the common struggle against

colonial rule. Polish independence in 1918 and the establishment of one another diplomatic missions in both nations in the early 20th century laid the foundation for future diplomatic relations. Polish specific ties with the region known now as Pakistan date back to World War II when thousands of Polish war refugees found shelter in Karachi and Quetta. According to the official sources, even during initial years of Pakistan as a newly independent state, a number Polish airmen contributed their remarkable services towards formation of Pakistan's Air Force and Civil Aviation (Gov.pl, n.d.).

Following Pakistan's independence, the country as a young state embarked on a journey to establish diplomatic ties with various countries, including Poland. The initial period of Pakistan's existence were marked by efforts to consolidate its position in the international community. Poland was among the nations that recognized Pakistan, and diplomatic relations were formally established in the early years of Pakistan's independence. Then two countries formally began to engage in diplomatic, economic, and cultural exchanges and further strengthen their bilateral ties on 17th December 1962. In the subsequent decades, Pakistan and Poland continued to foster friendly relations, collaborating on various fronts, including trade, education, and cultural connections. These interactions contributed to the development of a multifaceted relationship, and both countries worked together within international forums. The historical ties between Pakistan and Poland reflect a journey of diplomatic engagement and cooperation that evolved over the years, and by signing various MOUs, they continued to explore opportunities for further collaboration in the present day. These agreements are in different fields of cooperation such as diplomatic relations, air services, avoidance of double taxation of income, energy and mineral resources involving various institutions of both countries including g State Bank of Pakistan (SBP), Polish Financial Supervision Authority (PFSA), and Chambers of Commerce of both countries.

According to a Polish diplomat, "The visit of President Pervez Musharraf to Poland in 2007 was the beginning of a more active partnership that was not possible during the Cold War (Wojciech, 2022). Of course, the Musharraf's visit to Poland and follow meetings of foreign ministers of the two countries in 2010 in Warsaw and 2011 in Islamabad were important steps towards the bilateral relations. Additionally, the frequent visits of parliamentary delegations to each other's countries in 2011, 2013, 2012 and 2018 respectively were included to the most noteworthy joint official interactions (Gov.pl, n.d.). The mutual cooperations deal with the various contests but potentials of the ties must not be ignored specifically the importance of bilateral connection of Pakistan with Poland, the country perceived a speedy economic growth after joining hands with the EU's heavyweights in 2004 (Boguslawski, 2023).

Since the historical aspect of the relations between the Pakistan and Poland is important to understand present cooperation between the friendly countries, the author examines the emergent importance of economic and cultural ties in the wake of fast-moving developments in the world. Despite of numerous troubles, Pakistan is

struggling to grow its economy. The disastrous flood, covid-2019 and the political crises in years of 2020, 2021 and 2023 added to the severe prices increase and lowest economic growth and other challenges in Pakistan. Macroeconomic consequences also remain elevated in the country facing encounters associated with a large current financial shortfall, a high public fiscal liability, and a huge trade deficit. Anyway, study of historical ties, which provide the strong grounds of partnership, are important in understanding the current capacity of cooperation between Pakistan and Poland.

Geo-Economics and Pakistan-Poland Economic Relations

Poland which has been a fast-growing economy for last two decades, is currently among the important players of the Europe Union (Boguslawski, 2023). Meanwhile, Pakistan shifted its external policy from geopolitics to geo-economics due to importance of economy as of the significant dimensions of the national security. Describing the change in state's security policy, an author defined, in year of 2021 while fighting against Covid-19, witnessing the return of a Taliban government in neighbouring country Afghanistan, remaining in tension with India, and facing circumstances of the escalating U.S.-China competition in the region, Pakistan deliberated efforts towards consolidation of its economy by adding economic aspect into the national security's strategy (Chaudhry, 2021). In such situation, the economic diplomacy incorporating building international coalitions to help countries to recover from financial crises, is an essential tool in the international relations. The geo-economics suggests considering geography as a power to extend economic interests. Pakistan's strategic position and its access to the nautical prospects are crucial for its geopolitical and geo-economic objectives and the changing geopolitical aspects in the region enable the country to address the new challenges.

Pakistan has ability to construct bridges and create resources to ease the upcoming burden of the international monetary system through expanding economic performances in the region. For instance, by strengthening relations with Poland, Pakistan can even expand its connections with European markets and that would provide the country more occasions of the regional collaboration. It signifies, the geo-economics will help Pakistan to enhance its economy to deal with the geopolitical challenges. Pakistan can be benefited from experience of the countries like Poland which enhanced their economic resources in the post-cold war era. In the geo-economics, trade plays important role in the international economic relations. The trade which encompasses exchange of goods or services between economic actors, is one of the important factors in the bilateral economic relations. Here, the author discusses current status of the trade between the two countries. According to Economic Complexity Index (ECI), in 2021, Poland was the number 21 economy in the world in terms of GDP, the number 22 in total exports, the number 17 in total imports, the number 47 economy in terms of GDP per capita and the number 28 in list of most complex economies (Oec.World, n.d.). About Pakistan, ECI reveals that in 2021, country was the number 40 economy in the world in terms of GDP, the number 66 in total exports, the number 47 in total imports, the number 150 economy in terms

of GDP per capita and the number 87 of most complex economies respectively (Oec.World, n.d.).

Pakistan's exports in the last 26 years to Poland gradually increased at an annualised rate of 19.5%; from \$6.6M in 1995 to \$675M in 2021. In the same year Poland's main export items to Pakistan were scrap iron, coke, and razor blades and data available shows that during the last 26 years, the exports of Poland to Pakistan increased at an annualised rate of 6.33%; from \$31.4M in 1995 to \$155M in 2021 (Oec.World, n.d.). Pakistan's share in Polish total imports of US\$ 335,451 million was only 0.2% in 2021 (PBS, 2021) and Polish share in Pakistani imports of \$56.380 billion in the same year was also 0.2% (WITS, 2021). Pakistan's trade volume with Poland is relatively low as compared to some other EU countries, yet the Pakistan-Poland trade balance is in favour of Pakistan. According to the data provided by a Pakistani diplomat, Pakistan exports mostly consumer goods to Poland. For instance, textiles made up 85% of total exports to Poland in 2021, followed by leather articles with around 7 % share and rice with 2.8 % share in Pakistan's exports. Pakistan exports of textiles increased by 30% as compared to corresponding period of previous year (2020). Pakistan's rice and leather exports also increased by almost 10% and 19% increase accordingly in 2021.

Pakistan's exports having more than 35% share in Polish global imports in same category are polyester staple fibre with 86% share, plain woven fabrics of cotton with 72%, bed linen of cotton with 48%, gloves, mittens and mitts, of leather or composition leather with 42.3% and bed linen knitted or crocheted with 35.2% share. It is worth mentioning that share of all top 15 exported products remained less than 10% of Pakistani exports of same product, which means that volume of export is low, and options can still be explored in increasing the volume of exports. As the major imports from Poland include coke and semi coke of coal, worn clothing and clothing accessories, nonelectric razors of base metal and unbleached kraft liner uncoated etc., share of imports from Poland of these items by Pakistan are 52%, 6%, 31%, 62%, and 38% respectively of total imports of same products by the country in 2021. Pakistan's imports from Poland of waste and scrap of iron or steel articles have been also increased significantly in 2021 by 96% as compared to previous year. Imports of worn clothing whey and modified whey and non-electric razors from Poland to Pakistan increased in 2020 by almost 9%, 6% and 4% respectively.

The evidence available on the trade and economic cooperation between Pakistan and Poland proved that trade between the two countries has potential for further growth, and several strategies can be considered to increase the bilateral trade. For example, by identifying areas of economic cooperation and addressing the challenges, the two countries can discover additional trade opportunities in sectors such as textiles, machinery, chemicals, and information technology. Trade promotion, trade financing, trade negotiations, mutual agreements, market research and finally smart economic diplomacy are significant keys in the enhancement of the economic relations.

Geo-Culture and Cultural Relations Between Pakistan and Poland

International diplomacy and intergovernmental understanding are greatly influenced by cultural connections. This portion of the study explores the developing cultural ties between Poland and Pakistan, the two nations placed at different sides of the globe. Despite their geographic separation, these countries have a special link because of convincing historical interactions including political ties and social cultural expressions. The bond between Poland and Pakistan is the evidence that culture transcends national boundaries. Despite location of geographically two detached continents, both countries' long history of cultural contacts cultivated a common spirit of harmony and admiration for one another.

Accordingly, this author examines various aspects of the cultural ties between Poland and Pakistan including historical exchanges, current partnerships, and future opportunities for strengthening ties. Although, Pakistan and Poland were members of different political blocs during the Cold War era, there were cultural and educational delegation exchanges between the two nations, and as a result, there were mutual connections of cultural characteristics such as education, music and arts. The educational connections have always been essential for improving cross-cultural communication. In the post-cold war era, the development of academic partnerships and student exchanges between Polish and Pakistani universities made it easier to share ideas, knowledge, and languages. A number of student exchange programs and schemes were initiated between Poland and Pakistan in the years of 2000s. The goal of these collaborations was to advance cooperation between the two nations in the fields of academia, culture, and education. The Erasmus+ program, Poland government scholarships, and bilateral university partnerships are some important components of modern student exchanges.

Poland participates in the European Union's Erasmus+ program, which allows students from both Poland and other countries including Pakistan to study or undertake internships in various European countries, including Poland. The Polish government also offers scholarships to the international students including those from Pakistan to study in Poland. These scholarships cover various academic levels from undergraduate to doctoral studies. Finally, many universities in Pakistan and Poland have established bilateral partnerships that facilitate student exchanges. These partnerships often involve joint research projects, faculty exchanges, and student mobility programs. Pakistani and Polish universities also collaborate in specific academic areas such as technologies, natural sciences, management sciences, and social sciences. These collaborations often involve student exchanges for research projects. According to the former Polish Ambassador to Pakistan Piotr A. Opalinski, there is a steady increase in the number of Pakistanis at top Polish institutions of higher learning as Poland offers many opportunities to Pakistani students, who are already performing well in their respective fields of studies (Elahi, 2019). Moreover, several prominent Polish universities have established direct links with Punjab University and Quaid-e-Azam University, the top higher educational institutions in Pakistan.

Being a crucial aspect of cultural relations, the academic connection between Pakistan and Poland demonstrates the role of education in facilitating cultural understanding. In such relationship, promotion of Urdu and Polish languages in each other countries could be included in the measures necessary for enhancement of the bilateral cultural ties. Some organizations and cultural institutions in both countries organize exchange programs that focus on cultural exchange and language learning, but these efforts need to be increased. Likewise, literature festivals such as the Islamabad Literature Festival and the Krakow International Book Fair could provide more effective platforms for cross-cultural literary engagements between the two countries. Even Pakistani authors with their translated work can gain recognition in Poland, and translation of Polish literature in English and Urdu languages could also find a growing readership in Pakistan.

The contemporary cultural exchanges between Pakistan and Poland encompass a wide array of artistic and literary activities. For example, the excellent joint performances of Pakistan's folk singer Imran Aziz Mian and Polish musician Maria Rumińska in the Polish cities including Warsaw, the capital in 2018 played important role in enhancement of the cultural collaboration between the two nations. The musical collaborative venture, "Poland-Pakistan Music without Borders," was an important initiative of the Polish Embassy in Islamabad in collaboration with Pakistan's Foundation for Arts, Culture & Education (FACE). Several combined cultural shows were held in Pakistan and Poland under this unique programme during the same period (Shah, 2018). Similarly, a collaborative album of Karolina Cicha and Shafqat Ali Khan presents blend of traditional Polish and Pakistani sounds (Elahi, 2019). Continuation of musical exchanges with Pakistani musicians' performance in Poland and Polish musicians' projection in Pakistan will accomplish the cultural bonds between the two countries.

Additionally, the appreciation for Pakistani and Polish cinemas with film festivals featuring works from both nations is an encouraging sign. Film industries of the two countries by exchange of cultural programs and visit of artists play important role in the bilateral cultural ties. For instance, Pakistani movie "Teefa in Trouble" filmed in Poland in 2018 was a box office hit (The News, 2018) and such cooperation promote the mutual relations. Furthermore, as the cuisine is also one of the important cultural components, festival of Pakistani mango which is being organized for few years to attract the polish people towards Pakistani culture became flagship event of Pakistan's embassy in Warsaw (FB, 2003). This festival is not only limited to many tasty dishes of mango but display of spicy Pakistani food has been also part of the festival. Since the cultural diplomacy is significant tool in the international relations, Pakistan-Poland relations could be increased through cultural diplomacy.

Cultural Economics and Pakistan-Poland Relations

Cultural economics is the branch of economics that studies the relation of culture to economic outcomes. According to another definition, the notion of a cultural economy refers to the cultural dimensions of economic activity concerning cultural products

and performances such as music, film, and fine art (Prat, 2009). Cultural exchange and economic connections between states are closely interrelated. Linking the culture and economy, a Korean professor argues that cultural exchange facilitates the private sector participation in the international affairs and contributes to common understandings and interests and increases each other recognition and ultimately increases inter-regional trust leading to an increase in the purchasing power (Joohyun, 2021). Cultural cooperation generates significant impact on economic relations in various respects. For instance, cultural connections, such as educational programs, art exhibitions and cultural festivals create opportunities for people from different countries to interact and build personal relationships. Trust and bond between individuals can lead to stronger economic ties as businesses are more likely to engage with the trustable partners. Some scholars argue that culture may often mask material interest, but it does not follow that it always does so (Jones, 1995). It is about some of the cultural aspects of the economy. For example, sometimes even the devout practitioners hide their commercial interest, but their action shows the commercial interest which extends the connection between culture and economy.

A deeper understanding of a country's culture and heritage through cultural exchange makes a destination more attractive to tourists. Tourism is a significant driver of economic growth, creating jobs and stimulating various sectors including hospitality, transportation, and local businesses. In case of tourism, it supposed a vital role in the development of tourist destinations around the world and in most occurrences, culture is a major asset and also of major beneficiaries of tourism development (Dupeyras, Kim, Hyunhwan & Renaud, 2009, p.19). A country's cultural influence enhances its soft power making it more attractive on the global stage. As a result such country obtains a better position to negotiate trade agreements, invite investments, and establish economic partnerships with other nations. Joseph Nye who defines power as “the ability to influence the behaviour of others to get the outcome one wants”, assumes that the origins of soft power exist in a country's culture, political ideals, and policies and when a country's policies are seen as legitimate by others, its soft power and acceptance are enhanced (Huq, 2019). Cultural cooperation often involves language learning and proficiency, and a shared language facilitates effective communication between nations, which is crucial for trade, negotiations, and other economic activities. Exposure to different cultures and ideas through cultural exchange inspires innovation and creativity. Collaborative projects and cross-cultural innovations contribute to economic growth and competitiveness.

Pakistan and Poland are capable to boost their economic relations through cultural exchanges and cultural diplomacy by leveraging their respective cultural assets and promoting mutual understanding. The cultural festivals, art exhibitions, and music events in each other's countries introduce the nations to the richness of each other's cultures, creating an interest in exploring the other nation further. The unique cultural festivals attract visitors from far and wide and contribute to increase inflow of the tourists spending on accommodation, dining, transportation, and other services

stimulating the local economy (John, 2023). The language learning programs help citizens of both countries to learn each other's languages and language's proficiency facilitates better communication and collaboration in various economic sectors. Speaking the same language as a trading partner is not only a technical necessity but also a significant key to mutual trust and enhancement of relations between the partners (Hultef.com, n.d.) Thus, if governments of Pakistan and Poland encourage their people particularly business communities to learn each other languages at least at initial level, it would extend an acquaintance and better understanding in bilateral economic relations. Similarly promoting student exchanges, scholarships, and joint academic programs between universities in Pakistan and Poland leads to greater collaboration in research and development and technology transfer. Establishing cultural centres in each other's countries where people offered to learn about the culture, traditions, language and history of each other nation, are equally worthwhile. These centres can serve as hubs for cultural exchange and educational programs as cultural participation has a significant effect on many of social and economic areas (Oecd.ilibrary.org, n.d.).

Further collaborations in the arts and film industry and more joint projects can lead to the creation of content appealing to both Pakistani and Polish audiences and potentially increasing businesses in the cultural and creative industries. More partnership in creation of films and documentaries that portray the cultural and historical aspects of both nations can help raise awareness and interest in each other's culture. Promotion of tourism and highlighting each country's unique attractive destinations including historical sites, places famous for cuisine, and natural beauty of both countries could attract tourists and lead to economic growth in the hospitality and tourism sectors. Cultural diplomacy which helps in opening doors to new opportunities, makes these practices easier. Entrepreneurs, business leaders, and government officials from both countries can explore more opportunities for investment, trade, and business partnerships. Conducting workshops and seminars on business etiquette and practices in each country and understanding the cultural nuances of doing business encourage stronger economic ties.

Pakistani and Polish diplomatic missions and Pakistani diaspora in Poland and their connections in Pakistan can serve as bridges between the two countries and foster bilateral economic relations and financial opportunities in each other countries. Use of digital platforms, social media, and public diplomacy campaigns are important to promote cultural exchange and economic cooperation and these platforms can raise awareness about the culture, tourism, and business opportunities in both countries. Participation in international exhibitions and trade shows together, showcasing the best of both nations; from textiles and handicrafts to technology and innovation are crucial for both Pakistan and Poland to collaborate at the government, private business, and cultural levels to implement these initiatives effectively. Finally, by promoting cultural exchange and mutual understanding, both the countries can create

a conducive environment for stronger economic relations and enhancement of trade and investment between them.

Conclusion and Recommendations

Experimenting aforementioned mutual understandings in the various fields specifically in economic and cultural cooperation between the two countries, the study realises that there is a huge scope of the bilateral ties in the geo-economic and geo-cultural eras. As for the economic relations, the existing volume of the bilateral trade could increase by adding more import and export items required to both countries. These items can be included poultry, meat, fruits, different types of fresh and dried foods, vegetables, fish and other seafood and other various regular products. Trade along with an active economic diplomacy plays import role to enhance economic cooperation between two sides in the geo-economic era. By doing so, Pakistan and Poland can build a stronger and more mutually beneficial relationship in the era of geo-economy.

In the cultural relations between Pakistan and Poland, in spite of their traditional and ethnic contrasts, both countries share a deep esteem to each other's culture. By recognizing the historical foundations, nurturing contemporary exchanges, and exploring future prospects, Pakistan and Poland have a great choice to more strengthen their cultural relations and create a lasting legacy of cross-continental collaboration. Further exchange of students, cultural delegations, participation of people of both counties in each other cultural events help to promote the cultural relations. To realize potential of enhancement of relations, both countries require to address the challenges that exist in building closer ties and increasing awareness about each other's culture and business practices.

Ultimately, the cultural economics which relates culture to economic outcomes refers to the cultural extension of economic activity concerning cultural products and performances between states are closely interrelated. By promoting cultural exchange and mutual understanding, both Pakistan and Poland are capable to create a beneficial environment for stronger economic relations and enhanced trade and investment. The cultural exchange enables the traders and investors of both the countries to mutually understand, build their mutual trust and increase each other recognition.

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