



Pakistani exhibitors at Fruit Logistica 2017

Pakistan's Ambassador to Germany Mr. Jauhar Saleem inaugurated Pakistan's pavilion. The ambassador visited stalls set up by over 15 Pakistani export companies, exhibiting varieties of Pakistani kinnow, mangoes, potatoes, dates, rice, and green vegetables. However, Pakistani stalls lacked

in presentation as compared to their Kenyan and Ghana counterparts that were not only bigger in space but also offered more attractions for the visitors.

Mr. Saleem said, "Export between Pakistan and Germany significantly

improved in the last few years but a lot of work still needs to be done to increase fruit & vegetable exports."

Exhibitors briefed Mr. Saleem about the hurdles in exporting products to the European fruit and vegetables markets.



Fruit Logistica

Each year, Fruit Logistica Fair provides opportunities to Pakistani exhibitors to attract European, Russian, Central Asian, South Korean, Canadian, & American buyers. "Exhibitors hope to meet the target of €2 million," said chairman All Pakistan Fruits and Vegetables Exporters, Importers, and Merchants Association (PFVA) Waheed Ahmed.

An anti-hail detection and radar system was presented at the Tech Stage. Speaking about the importance of technology for local businesses, Ahmed said: "If such technology is introduced in Pakistan, we can save our products from hailstorm or other threats of climate change."

Last year, Kinnow export suffered a loss of around Rs. 10 billion, due to a strong hailstorm in Bhalwal, district Sargodha, said Ahmed.

Fresh fruit & vegetable exporter from Karachi Imtiaz Ahmed elaborated on how stringent regulations by European countries affect Pakistan's export business. "Expensive certifications and lack of awareness about tests are affecting exports. Government subsidies for certification system could help exporters educate growers." ♦

