

Expo Pakistan 2013



The flag ship annual event “Expo Pakistan” took place in Karachi from 26-29 September 2013. The event was hosted by Trade and Development Authority of Pakistan (TDAP), to showcase “Made in Pakistan” products.

The show inaugurated by president Mr. Mamnoon Hussain attracted around 1000 buyers from 70 countries. It is estimated that \$700 million worth of orders are placed compared to the \$ 518 million generated last year.

According to TDAP Secretary Rabia Javeri, we are delighted with the way the expo progressed, as the turnout of local and foreign delegates has been exceptional and so far the deals signed during Expo Pakistan were beyond our expectations.

The editorial team of Pakistan Food Journal visited the event to cover food and beverage industry related exhibitors and some of the leading companies in this sector who participated at Expo Pakistan 2013 are highlighted here for the interest of our readers.

Local exhibitors

About 550 exhibitors displayed their products in six halls of the Expo Centre. The Engineering Development Board participated with 50 companies; Export Processing Zones Authority with 18 companies; PASDEC with 15 companies; Towel Manufacturers Association with 15 companies and garment manufacturers association with 5 companies.

It is also interesting to note that Pakistan Carpet Manufacturers Association brought 18 of its member companies to the Expo Pakistan. More than 10 companies represented the Surgical Instrument Manufacturers Association and also some members of Sialkot Chamber of Commerce and Industry and Sports Goods Association. Eight pharmaceutical companies were also present in the exhibition.

The Footwear Association of Pakistan was represented by 10 companies, SMEDA reported 18 companies, All Pakistan Gems and Jewellery Association brought 30 companies, AHAN was present with 15 companies.

Ten companies exhibited under Pakistan Software Export Board, All Pakistan Fruit and Vegetable Association came with five companies and Sindh Board of Investment arranged the participation of six companies.

International exhibitors

Apart from local manufacturers, international exhibitors from the US, Japan, Malaysia, South Korea, Hong Kong, China, Iran, Singapore, Sri Lanka and Indonesia participated in the exhibition.

South Korea

Some 44 international store chains visited the exhibition through Pakistan trade missions. Major names from South Korea are Lotte Mart, Elcanto Shoes Co, Elcanto Co, Hyundai Department Store, Shinsegae Department Store and Lotte Department Store.

Malaysia

Leading store chains were Mydin Mohammed Holdings, Simson Trading Sdn Bhd, Seherish Manufacturing, Komex, Vistula Group and Basket Zajawka. Besides these, many store chains visited from Japan, the UAE, Greece, Bahrain and Poland.

United Kingdom

More than 40 companies from the United Kingdom, recruited by the

Pakistan High Commission in London and the Pakistan Consulate in Manchester visited Karachi to attend the exhibition.

USA

US as the largest trading partner of Pakistan, already had a strong representation from private businesses from Houston and Los Angeles. In this context, Mr. Olson accompanied by US Consul General in Karachi Michael Dodman and USAID Mission Director Gregory Gottlieb took a tour of this exhibition. He said so far demand for dairy products increased by 169% and 135% on developing value-chain of fruits and vegetables.

Japan

The President of the largest Japanese importer of fruit and vegetable, has for the first time visited Pakistan. This importer, who mainly sources its produce from US and Latin American countries held extensive meetings with mango exporters and has placed a large order for next season of mango.

Bangladesh

The Tashwant Group from Bangladesh signed a MoU for the purchase of fruits, especially kinnow, worth \$2.0 million from Pakistani exporter Roshan Enterprises. Another company from Bangladesh, Asia Group finalized a deal of USD 5.0 million. Over all Pakistan got a successful order worth around USD 8 million from Bangladesh. Tasho Enterprises – one of the biggest importers of fresh fruits, vegetables and dry fruit of Bangladesh visited Expo Pakistan and has placed an order of basmati rice from MATCO Rice worth almost half a million dollars. Another deal of Bangladeshi company from purchase of paper mint plant worth Rs 135 million was in the stage of finalization.

Exhibitors from agro food in rice, ready to cook, fruits and vegetables and herbal items reported business deals with a combined worth of USD 35 million from the buyers of Malaysia, Singapore and Hong Kong and USA. ♦