

Coca-Cola plans expansion in Pakistan

Coca-Cola Co. expects to start production in five new factories in Egypt and Pakistan over the next 18 months, seeing double-digit percentage growth in sales for both marl.

Pakistan will see three new plants open in the next 18 months in Karachi, Multan and Islamabad.

They expected sales growth of around 20 % in Pakistan this year.

On Egypt, which is desperate to attract foreign direct investment after three years of political and economic turmoil, Egypt is going to be one of our key anchor countries. He cited the country's large and growing population as a big positive.

As part of a \$500 million investment plan announced for Egypt in March, Coca-Cola will start constructing a new juice plant in 6th of October city near Cairo next year in a joint \$100m dollar project with Saudi Arabia's Aujan Coca-Cola Beverages Company.

The \$500m will be spent over the next three years. The beverage group is in talks to buy a plot of land between Cairo and Alexandria to build a plant for sparkling drinks and water which should go online next year, Ferguson added.

The rest of the \$500m will be used to increase production at existing plants such as its concentrate factory in Cairo, the only one of its kind in the Middle East, and to cover capital spending. ♦

European Union's Actions against recurring phytosanitary non-compliances at import

According to a letter from European Commission, Health and Consumers Directorate-general specific actions are currently being carried out to address the phytosanitary risk of certain commodities imported from specific third countries as Brazil, China, Egypt, India, Israel, South Africa, Thailand or Vietnam.

The analysis of the interception database has drawn the attention to some

other countries that pose a high phytosanitary risk. In order to reduce the risk, the Commission has sent a letter to share its concerns due to the high number of interceptions with harmful organisms, to the National Plant Protection Organization (NPPO) of 8 countries: Bangladesh, Cambodia, Ghana, Dominican Republic, Kenya, Pakistan, Sri Lanka and Uganda.

The Commission has invited each NPPO to investigate the reasons for the non-compliances with the Union legislation and to take the adequate corrective actions to ensure that consignments being exported to EU are free from harmful organisms. If no major improvement is seen before 30 September 2014, the

Commission is considering taking emergency measures at EU level restricting the import of the most problematic commodities listed in the Annex. For that reason, the Commission has requested to each NPPO to send, in the following weeks, an action plan detailing the measures put in place to correct the shortcomings associated with the referred interceptions.

The Commission will monitor very closely the development of the situation in the mentioned countries. At the same time the Commission is looking forward to close collaboration with the EU trade sector to improve the compliance of third countries with the EU phytosanitary legislation. ♦

Tesco and Walmart in Peru In Eurofruit Congress

Buyers from leading international retailers Tesco and Walmart will headline this year's Eurofruit Congress Southern Hemisphere, which is returning to Lima in Peru for a two-day conference and networking event on 6-7 November 2014.

Eurofruit's leading fresh produce conference for Southern Hemisphere suppliers will offer in-depth analysis of Peru's rapidly expanding role in the international fresh produce arena, bringing together trade experts from around the world and key players from

the country's fruit and vegetable industry to discuss new opportunities for the Latin American supplier. The event will also offer unparalleled opportunities to network with buyers, marketers and suppliers.

The conference programme will start with an introductory presentation by Carlos Enrique Camet, president of the Peruvian Agrarian Producers Guilds Association (Agap), who will outline the reasons why Peru's fresh produce industry is such an attractive prospect for investors. ♦

CEO of Walmart US steps down

Walmart has announced the promotion of Walmart Asia CEO Greg Foran to President and CEO of Walmart US from 9 August.

Foran, a New Zealander, will take the reigns from Bill Simon, who took on the role in 2010 and will spend the next six months in a consulting role with Foran to ensure a seamless transition.

The shake up comes as the US chain of the global retailer posted its weakest sales growth in five years in the first quarter of 2014, according to Reuters.

"Being asked to lead the Walmart US business is a privilege that I don't take lightly," said Foran in a company statement. "The needs of our customers are changing dramatically and we have an enormous opportunity to serve them in new and different ways."

Outgoing CEO Simon said he was looking forward to helping the company's transition over the next few months. "It's been an honour to work for Walmart over the past eight years, and this felt like the right time to move on and focus on my next opportunity." ♦

