

# Exhibitors from Pakistan at Fruit Logistica 2014

Apart from the massive participation from all over the world, many participants related to agricultural products have from Pakistan under the umbrellas of Trade Development Authority of Pakistan, USAID Firms and Agri-Business Support Fund acquiring around 156 M2 of space in Fruit Logistica. Apart from this over 100 trade visitors are participating in Fruit Logistica from Pakistan, Srilanka and Bangladesh.

## USAID Firms

USAID with its mission to develop the agricultural sector of Pakistan by promoting its fruits in the world market has participated in Fruit Logistica acquiring an area of 21M2 with 16 companies including Hyder Shah Fruit Farm, Durrani Farms, Rangoonwala Farms, Mumtaz AgriFarm, Badozai Mango Farm, MAS Agri Farms, Leghari Fruit Farm, Perfect Foods, Sar Buland Farm, F.A International, Lutfabad Fruit Farm, MuzaffarNagar Farm, Zarpak Horticulture Products, Samza Fruit Farm, Imtiaz Enterprises, Murtaza Agricultural Farm.

## Agri- business Support Fund

Agri-business Support Fund (ASF) an agri business project of USAID is also taking 9 companies under its umbrella along with its team of 6 people with an acquired space of 36M2. The companies participating with ASF are Fresh Pack (Pvt) Ltd, F.A International (Fruits & Vegetable Exporter), Aagrow (Fruits & Vegetable Exporter), Sunny International (Fruits & Vegetable Exporter), Kevlar(Pvt) Ltd, Mairaj Din Muhammad Ramzan and Company, J.E. Ausitn Associates.Inc, Rural Community Development Society and Development Consultants Pakistan.

## Trade Development Authority of Pakistan (TDAP)

Trade Development Authority of Pakistan (TDAP) acquired a space of

84M2 and is bringing 5 organizations under its umbrella which includes United Nations Industrial Development Organization (UNIDO) who themselves are bringing 9 more companies, which includes Al-Rafique Enterprises, Agro Industries (Pvt) Ltd, Mateela Kino Factory, Pak Kinnow Citrus, Chenab Fruit Farms, Joiya Fruit Farm Company, S.K Mango Farm. Other companies accompanying TDAP directly includes Saduraddin & Co, Roshan Enterprises, Tasco and Anchor Trading Company.

Apart from these Iftikhar Ahmed & Co is independently participating in Fruit Logistica acquiring a space of 15M2 to display its products. They are a reputed name to reckon with in the field of horticulture produce. Their core line of business is to produce, process, store and sell fresh fruits and vegetables, processed fruit pulp / puree, paste, fruit concentrates and clarified juice concentrates, domestically as well as internationally. Their specialties are Mango and Kinnow (Mandarin) apart from a wide range of fruits and vegetables produced in Pakistan.

The exhibitors were optimistic about a substantial increase in export of fresh pro-



duce from Pakistan as they established contacts with the international buyers of fruit and vegetable products.

Pakistan Ambassador to Germany Abdul Basit, while speaking on the occasion, said buyers from Russia had shown keen interest in Pakistani potatoes whereas mangoes had made inroads into the EU market with an increase in shelf life through better processing technology.

"Pakistani exporters should give due importance to fruit processing and packaging for longer preservation of perishable products," Basit said.

He urged the traders to spend sufficient amount of their income on research and development, which was essential to keep pace with the ever-changing market trends. ♦

