

Pakistani participation at Fruit Logistica 2013

Over 15 Pakistani firms displayed fruits/vegetables in the world's mega event 'Fruit Logistica 2013' which was also attended by representatives of over 100 countries. Over 50 Pakistani exporters, growers, businessmen attended the exhibition which opened its doors on 6th February, to provide an opportunity to interact among the exporters and importers of fruits and vegetables from such large number of countries under one roof.



Waheed Ahmed, Chairman, Pakistan Fruit and Vegetables Exporters, Importers and Merchant Association (PFVA) said the Association and its members attended the event with the objective to reach major markets of the world especially European through this mega event.

Pakistan is currently lagging far behind in terms of export of its quality fruits specially mango and kinnow, which are in high demand across the globe.

The leading Pakistani and Asian dignitaries, as well as a large number of visitors visited Pakistani pavilion and has shown keen interest in the fresh fruits, pulps and other value added products. In the exhibition PFVA, Pakistan Horticulture Development Company and concerned organizations have set up their separate stalls. Three days Fruit Logistica was an important event where almost all the best quality fruit/vegetables are displayed from a large number of countries. Though Pakistani fruits like mango and kinnow have no parallel in EU markets, the issues like lack of supply chain and value-addition were there to face there in the valuable markets, he claimed.

With active marketing efforts and distribution channels, Pakistan could easily get at least 25 million euro worth share in the region in the next five years, said Waheed Ahmed, Chairman PFVA.

Our main target is super markets and big chain stores in European countries to introduce our fruits like mango, kinnow, dates, potato, onion, mango pulp and apple juice concentrate, he said. Besides PFVA has also planned to attend other important events like USA, Fruit Logistica-Asia and others which would also definitely help in enhancing the country's exports in the horticulture sector. ♦



Salim Rajani with associates at USAID The Agri Business Project.



Stand of TASC0 The Fresh Produce Company.



Stand of ASHK Group of companies.



Stand of Iftekhar Ahmed & Co.



Stand of Seven Star Enterprises.



Stand of All Pakistan Fruit & Vegetable Exporters.



Stand of K.P International.



Stand of Imtiaz Enterprises.