

# LDFA: Livestock, Dairy, Fisheries, Poultry and Agriculture Exhibition 2013

The two-day livestock, dairy, fisheries, poultry and agriculture exhibition-LDFA 2013 was held at Karachi Expo Centre on February 23, 2013. Chairman Sindh Board of Investment (SBI) Mr. Zubair Motiwala said that this exhibition is expected to open new avenues of investment in this very important sector. Mr. Motiwala said that concerned departments have worked closely with SBI and KMC to organise this grand event with relevant seminars and exhibitions of horse and cattle, pet, flower and Sindh culture and ornamental fish show.

Sindh has a lot potential in agro-based sectors and it is the need of the hour that local and foreign investors should be invited to invest in these sectors because seventy percent of the population of Sindh belongs to agricultural sector. Addressing Livestock, Dairy, Fisheries, Poultry, Agriculture and Culture Exhibition (LDFA-2013) at Expo Centre, acting governor Sindh and speaker Sindh Assembly Nisar Ahmed Khoro, said we should try to find out international markets for these agro-based products to



earn foreign exchange, we could not find international markets due to low quality products.

Mr. Motiwala said the rural areas of Sindh have immense potential for investments and utilisation of these opportunities - not only can the influx to cities be stopped, but substantial employment opportunities also found.

He stressed upon using modern technology in agriculture sector and urged private sector to tap the potential of Sindh. He stated that, having overcome the dearth of water, improving infrastructure and creating awareness we could enhance our growth rate in livestock,





dairy, fisheries, agriculture and other agro-based sectors.

Government offers huge opportunities to investors to attract them in these sectors and SBI provides financial and technical assistance as well. Motiwala expected the current exhibition and semi-

nar LDFA-2013 would generate at least one billion rupees of business contracts.

Minister of Livestock Agha Taimoor said proper progress was not possible without export. Former Secretary SBI Younus Dhaga said project financing was necessary in untraditional sectors and lack



of understanding must be removed in these agro-based sectors. Director General SBI Riaz-uddin said Sindh's vibrant economy has come of age and needs to be promoted.

SBI promotes upstream and downstream conditions and utilises untapped potential. Deputy Governor State Bank of Pakistan Qazi Abdul Muktedir assured the investors legal protection and emphasized harnessing the potential in agriculture sectors in Sindh. For this purpose, the SBP would provide finance on reduced rate.

Minister for Rehabilitation Muzzafar Shijra, KCCI President Haroon Agar, Sindh Bank President Bilal Sheikh, foreign diplomats and large number of businessmen and investors were also present.

The organizers claim to have doubled the number of stalls to 500 in LDFA 2013. Some of the exhibitors, while talking to this Pakistan Food Journal, said the display area of livestock is not impressive as only a few big vendors of livestock are participating in the event. ♦

