

### Asiafruit Congress

Asiafruit Congress, meanwhile, took place the day before ASIA FRUIT LOGISTICA on 3 September with a full-day programme that marked a return to its original high-impact format. Some 400 delegates from 32 different countries took part in the region's premier conference event, which featured a high-powered programme comprising three general sessions and four breakout sessions.

Patrick Vizzone of National Australia Bank underlined the bright future for mergers and acquisitions in Asia's fresh produce sector in the opening session of the Asiafruit Congress, a panel discussion involving Chen Shaopeng, president of Joyvio, Jeff Jackson, CEO of Moraitis and Francis Kint, CEO of Univeg.

Meanwhile, Edward Zhu, CEO of CHIC Foods, and Raman Ahuja of Entrepreneur outlined the changing landscapes in China and India respectively in the final session, looking at the growing imbalance between supply and demand, and the opportunities and challenges for foreign entrants.

### Asia Fruit Awards

A new joint Asiafruit Congress-ASIA FRUIT LOGISTICA Welcome Reception on 3 September also launched the inaugural Asia Fruit Awards, which were created by Asiafruit Magazine and ASIA FRUIT LOGISTICA to recognize outstanding achievement in Asia's fresh produce business. Three Asia Fruit Awards were given, with Zespri winning Marketing Campaign of the Year, Malaysian company Chop Tong Guan awarded Importer of the Year, and Tops/Central Food scooping Produce Retailer of the Year.

The next edition of ASIA FRUIT LOGISTICA will take place on 3-5 September 2014 at AsiaWorld-Expo Center in Hong Kong, with Asiafruit Congress planned on 2<sup>nd</sup> September 2014. ♦



Chris White, Managing Director Fruitnet Ltd (left) and Gérald Lamusse, Managing Director Global Produce Events (right) with the winners of the ASIA FRUIT AWARDS

### Mangoes from Pakistan at Asia Fruit Logistica

Under the USAID firms project "Mangoes from Pakistan" some of the prominent mango exporters of Pakistan exhibited in Asia Fruit Logistica 2013. The objective of the project is to introduce Pakistani mangoes in the foreign markets. To make these efforts successful USAID is working on production of technically and commercially viable mangoes that can compete in lucrative international markets. Project activities are focused on creating market linkages, developing on-farm infrastructure, assisting farmers to achieve international certifications, providing trainings on pre and post-harvest practices, and working in mango value-addition.

The mango farms Lutfabad Mango Farms, Mustafa Agri Farms and Nawab Sarbuland Farms as well as exporters such as Imtiaz Enterprises and Zarpak Horticultural Products also represented Pakistan.

#### Imtiaz Enterprises

Imtiaz Enterprises established in 1989, mainly handle agricultural products and specializes in processing and export of fresh fruits and vegetables. Since last 45 years it supplies to the commercial food industry and have gained the confidence of Pakistan's product buyers. Their experience and longevity in the international arena have made them experts to service importers, distributors and retailers throughout the world including the Far East, Europe, South America, Latin America & the Middle East.

#### Zarpak Horticultural Products (Pakistan)

For the first time with the assistance of USAID, Star Farm supplier Zarpak Horticultural Products was present at Asia Fruit Logistica. This GlobalGAP-certified grower has farm area of 200 acre (81ha) for mango orchard alongside its own packing and processing facility. With Pakistani mangoes gaining traction worldwide, Zarpak shipped six tonnes of its product to Australia during August this year and had a shipment en route to Malaysia during the exhibition. "Marketing is the last frontier in farming," said CEO Farid Khan Khakwani. "and therefore, this exhibition is perfect for us to look at entering into more markets. We have had more visitors than expected, mostly from China, but also Australia, Korea and Hong Kong." ♦

