

## **PRE-WEBINAR PRESS RELEASE**

**Subject: Webinar for “Connecting Agro Market Russia with Exporters of Fresh Fruits and Vegetables along with its Sectoral Development”**

Trade Development Authority of Pakistan, Lahore is organizing a Webinar for connecting Agro market Russia with exporters of fresh fruits and vegetables along with its sectoral development on Friday, the 13<sup>th</sup> of November, 2020.

2. Minister (Trade and Investment), Embassy of Pakistan Moscow, Mr. Nasir Hamid will also grace the occasion as keynote speaker deliberating upon trade potential of Pakistani fruits and vegetables in Russia. Mr. Lafarov Dinar representing X5 Retail Group, largest Russian retail chain, will also be providing an insight on the topic. National Agriculture experts and Punjab Agriculture Department have also been taken on board for apprising the stakeholders about the initiatives for development of the sector.

3. All Pakistan Fruits and Vegetables Exporters, Importers and Merchants Associations (PFVA), and other key stakeholders of Agro sector have shared their nominations ensuring participation in the webinar.

4. The purpose of this webinar is to discuss the potential for export of Pakistan’s agro food products and to identify and deliberate upon significant issues of the sector for its optimized growth.

5. Interested participants can contact TDAP for joining the webinar.