

PRESS RELEASE

SUBJECT: Webinar for Connecting Agro Market Russia with Exporters of Fresh Fruits and Vegetables along with its sectoral Development

The Trade Development Authority of Pakistan (TDAP) Lahore organized a webinar on 13-11-2020 in collaboration with Trade Mission in Russia, and Punjab Agriculture Department, as an effort to bring together Russian experts, provincial and national Government and Agro Industry in Pakistan in order to explore business opportunities for enhancing exports of Fruits and Vegetables to Russia. Key note speakers of the webinar were Mr. Nasir Hamid (Trade and Investment Minister Russia), Mr. Dinar Iafarov (Senior Manager of Citrus, Grapes and Exotic Fruits Department, X5 Retail Group, Russia), Mr. Kashif Jamshed (Project Director Establishment of Model Farms Project, Punjab Agriculture Department), Mr. Waheed Ahmed, (Patron In Chief All Pakistan Fruit and Vegetable Exporters, Importers and Merchants Association) and Mr. Sajid Iqbal Sandhu (National Agriculture Expert, Chairman Research and Development Board, Agronomic Research Institute, Faisalabad).

The main objective of the webinar was to aware exporters on the potential of the market, export procedures, requirements and barriers to trade of fresh Fruits and Vegetables in Russian Market. Ms. Nudrat Hussain Khan, Director General TDAP Punjab welcomed all the guests and said that such webinars will pave way for better trade ties between Russian and Pakistan.

Trade Minister Russia gave an overview of the Russian Import Market for Agro and Horticulture Products and informed that since 2017, there is a constant rise in export of fruits and vegetables to Russia, especially citrus fruit, mangoes and potatoes. He told that dates, apples and onions have lot of potential in Russian market if their marketing is done right. He further mentioned the problems that our exporters face i.e. issue of perishable items, invoice value, indirect cargo and commercial flights etc and suggested the solutions.

Mr. Iafarov Dinar, shared his insight of the Russian market. His retail Group owns three brands of retail chain super markets having around 30,000 retails stores across Russia. He told that they want to increase their import of Kinnow and Mango from Pakistan as they are in

high demand in Russian market. He stressed the importance of packaging and refrigeration of consignments being exported from Pakistan.

In the second segment of Webinar, Mr. M Raza Sheikh, on behalf of Mr. Waheed Ahmed introduced PFVA (All Pakistan Fruit and Vegetable Exporters, Importers and Merchants Association) and its achievements so far. He told that in 2019, fruits and vegetables worth 97.39 million USD were exported to Russia. He further told that duty valuation is one of major issues that Pakistani exporters face in Russia. Mr. Sajid Iqbal Sandhu gave an introduction to the progressive farming techniques and told that they are growing grapes, colored capsicum, cucumbers, chilies and other fruit and vegetables on 50,000 acres of land. He further added that despite the outbreak of COVID19, Pakistan's exports of fruits and vegetables witnessed a modest jump of 12.5% during fiscal year 2019-2020.

Mr. Kashif Jamshed gave presentation on sectoral development of Agro Products in Pakistan and briefed the participants about the Model Farms Project by Agriculture Department Punjab. He highlighted the issues being faced like quality of produce, post-harvest practices, food safety, value addition, packaging, marketing and capacity building of human resource and told that the project of Model Farms was designed in order to create an environment conducive for enhancement of exports. They are organizing on field capacity building trainings and publishing training manuals as well and this project is a success so far.

All the speakers shared their contact details with the participants. The webinar was attended by a huge number of representatives of relevant associations and leading exporters of Fruits and Vegetables and their queries were answered by the speakers.

The webinar ended with a note of thanks by DG Punjab with a resolve that more such webinars will be arranged in near future.



Ms. Mariam Alvi... sufian's Galaxy... Haji Muhamma... Director Gen... Video Call

