

Director General TDAP's Meeting on Development of Olive Sector

Respected DG TDAP Islamabad (Mr. Shahzad Ahmed Khan) held a meeting with members of a company; "Aerospace Integration Technology" owned by retd. Air Force officers keen to work for the development and export of the olive oil sector in Pakistan. As the olive oil production is based on marginal degraded lands with inadequate farming areas and extraction facilities, Pakistan could not yet tap its actual production capacity. Based on the discussion with said company adept with vast knowledge and experience in technology and academia, a model for olive oil sector is proposed as such;

- A "common extraction facility" may be developed in the export processing zone for increased production capacity of olive oil produced in Pakistan.
- "FDI arrangement" with Czech Republic / Italy / Algeria may be sought to develop these production centres. Besides that Donors shall work on technology transfer, training, international certification of olive oil. These centres shall provide a comprehensive platform to growers to formalize this sector production and subsequent value-addition
- At a later stage, "market identification" for the export of olive oil under national brand shall be done in collaboration with TDAP to tap potential international markets

The meeting ended on a promising note.

