

REPORT

MANGO FESTIVAL 2021

(13th July, 2021)

Trade Development Authority of Pakistan (TDAP) Ministry of Commerce, being the apex trade promotion body joined hands with Rahim Yar Khan Chamber of Commerce and Industry, (RYKCCI) to organize “MANGO FESTIVAL 2021” at Aiwan e Sadr Islamabad on 13th July, 2021.

Agriculture sector plays a pivotal role in Pakistan’s economy, by not only catering to the domestic demand but also by contributing to the export basket. Our leading agro products in foreign markets include rice, citrus and mango. Pakistan is producing a wide range of fruits among which mango, the king of fruits, is second largest fruit crop after kinnow and constitutes a major share of total fruit production of the country.

To showcase and emphasize upon one of the most prized produces of Pakistan, TDAP and RYKCCI jointly organized Mango Festival 2021 with the aim of introducing Pakistani Mango and its varieties to the Ambassadors and officers of Diplomatic corps. Furthermore, the event was carried out to provide an opportunity to Pakistani growers from major mango producing areas to showcase and introduce different and unique varieties of their areas to the audience.

The Festival was inaugurated by the Honorable President of Pakistan, Dr Arif Alvi and was well attended by foreign dignitaries, parliamentarians, representatives of agriculture research institutes, representatives of think tanks, businessmen and public sector organizations.

The event was a huge success, with growers from Punjab and Sindh exhibiting more than 25 varieties of mango including Chaunsa, Samar Bahishat, Sindhri, Anwar Ratol, Dusehri, Desi, Late Chaunsa, Fajri, Baigan Paali, Kala Chaunsa, Azeemo Wala, and Langra etc. Some low sugar varieties of Mango were also displayed which was a treat for the audience. Different drinks and delicacies prepared from Mango were also served to the audience.

The exhibition provided a platform to Pakistani Mango growers for introducing their varieties to the audience and helped in voicing their concerns to the highest pedestals of government. The event was a step in the right direction, as Pakistan needs to significantly increase its exports basket and destinations. President of Pakistan, Dr Arif Alvi while acknowledging the efforts of business

man and public sector in the improving export figures also ensured maximum government support to the business community. President said that Introduction of mango's new varieties through research, quality control and value addition can help Pakistan earn high revenues in the international markets. In a bid to support this produce, President Office through Mango Diplomacy is actively pursuing the cause by sending Pakistani Mangoes to 37 countries this year.

Parliamentary Secretary for Commerce Ms. Alia Hamza Malik addressed the august audience and shared Pakistan's mango market offers a promising outlook and the government is engaging all stakeholders by setting up a Working Group on Mango Production with involvement of farmers, growers, traders and Commerce Chambers. She mentioned that the Australian government had recently established two mango processing units in Pakistan for their export to Australia.

President of Rahim Yar Khan Chamber of Commerce and Industries Bashir Ahmed Khawaja said that of the total mango produce of 700,000 tonnes, Rahim Yar Khan alone produced 250,000 to 300,000 tonnes of the fruit. He emphasized upon setting up a special Mango Zone with processing units, cold storage chain, air cargo service and pulp-making section to avoid post-harvest loss. He also shared that All Pakistan Fruit & Vegetable Exporters Association (PFVA) has set an export target of Mango at 160,000 metric tons that will generate \$150 million in revenue in the mango season 2021.

After inaugurating the exhibition, President, Dr Arif Alvi along with the First lady visited the stalls, where growers from Multan, Bahawalpur, Khairpur, Jhang, Mirpur Khas and Hyderabad had put on display several varieties of mangoes. A large number of visitors attended the festival and appreciated the efforts of organizers. In the end gift packages of Mango were extended to all foreign Ambassadors as a token of gratitude.

Recommendations:

- Since Mango Show is a regular exhibition of this region since last few years, TDAP may consider to make it a signature event and may include it in its calendar of national events.
- TDAP Agro Division may take the lead in collaboration with the Mango growers and exporters to plan and display Mango Show on annual basis for marketing and promotional purpose.

- TDAP may approach all the stakeholders and growers from major Mango producing regions to organize a mega event displaying not only mango fruit but mango value added products to promote the premium produce of Pakistan.
- To handhold small scale growers and producers, they may be approached and given opportunity to participate in such high profile event.

Press Release:

The Nation (14th July 2021)

<https://nation.com.pk/14-Jul-2021/pakistan-s-global-mango-footprint-can-earn-high-revenues-dr-arif-alvi>

Business Recorder (14th July 2021)

<https://www.brecorder.com/news/40107024/pakistans-global-mango-footprint-can-earn-high-revenues-alvi>

Highlights of the Mango Festival 2021:







Ms. Alia Hamza Malik, and Mr. Bashir Ahmed Khwaja addressed the audience



Mango Varieties at display



Mango delicacies for the guests



Chief Guest visiting Mango stalls