

Product Report Format

(for Expo Pakistan 2017)

Product: SEA FOOD

HS Code: HS CODE: 03

Prepared by

Name:HAMID SHAHINSHAH

Designation :Assistant Director(PD-I)

Date:10th October,2017

1. Industry Economic Scenario

a) Product Description:

Pakistan exports a variety of seafood it includes Frozen fish (excluding fish fillets and other fish meat of heading 0304), Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, Fish, fresh or chilled (excluding fish fillets and other fish meat of heading 0304), Fish, fit for human consumption, dried, salted or in brine; smoked fish, fit for human consumption, Fish fillets and other fish meat, whether or not minced, fresh, chilled or frozen, Mollusks, fit for human consumption, even smoked, whether in shell or not, live, fresh, chilled, Aquatic invertebrates other than crustaceans and mollusks, live, fresh, chilled, frozen, dried, and live fish.

HS Codes: From 0301 till 0308

Quality of Pakistani products

Existence of international brands.

There are several global brands

Compatibility to international quality standards/certifications

Exporters from Pakistan get quality certifications from the Marine Fisheries Department, Government of Pakistan which is DS2031. That is acceptable globally.

Value Chain

Acceptance of Pakistani products in global markets.

Pakistani sea foods are in great demand worldwide.

Global trade in this specific product

1. *Top 05 exporting destinations*
2. *Top 05Competitors (Importers)*

Global Trade in this specific Product:

a) Top Five Exporting Destinations (for Pakistan)

1. Vietnam

2. Thailand
3. China
4. UAE
5. Korea Republic

b) Top Five Competitors(Importers):

SNo	Importers	Competitors
	1. USA	1. China
	2. China	2. Norway
	3. Japan	3. India
	4. Spain	4. USA
	5. Vietnam	5. Vietnam

Exports from Pakistan & Pakistan's ranking : 3 years figure

US \$ '0000'

S.No	2014	2015	2016
	355626	328732	336381

2. List of top ten (10) manufacturing companies/ exporters of Pakistan with contact details(try to obtain from associations or website).

S No	Name	Company Name	Tel No	Email address
(1)	(2)	(5)	(8)	(10)
1	Syed M. Ifthikar Zaidi	People Fisheries Pvt Ltd	32311773	people@cyber.net
2	Syed Askhlaq Hussain	Akhlaq Enterprise (Pvt) Limited	32205477	asmarmark@cyber.net.pk
3	Mr. Asim Abrar	Seagreen Enterprise (Pvt) Limited	3231117	emiles@fascom.com
4	Haji Arsala Khan Niazi	Arsala Seafood	32203987	mmzzk04@cyber.net.pk
5	Mr. Muslim Mohammadi	M.A.Mohammadi & C0.	32201770	mamco@super.net.pk

6	Mr. Muhammad Qasim	Mehran Seafood	32314922	mehranseafoods@gmail.com
7	Mr. Ajmair Shah	Sea Prince	32203689	anjmair76@hotmail.com
8	Mr. Muhammad Raza	International Fisheries Pak (Pvt) Limited	32315559	farooqmir@hotmail.com
9	Mr. Muhammad Omar Usmani	Omega Enterprises	32200142	info@oeseafood.com
10	Mr. Muhammad Hanif Khan Usmani	Long Wharf Seafood (Pvt) Limited	32201814	longwharf@hotmail.com

3. TDAP participation in international exhibitions in the subject product / Sector (please use Exhibition Calendar of 2017-2018)

1. Foodex, Jeddah, Saudi Arabia November, 2018
2. 1st China Seafood and Fisheries Expo, Qingdao, China

Product Report Format

(for Expo Pakistan 2017)

Product: VEGETABLES

HS Code: HS CODE:

Prepared by

Name: HAMID SHAHINSHAH

Designation :Assistant Director(PD-I)

Date:10th October,2017

4. Industry Economic Scenario

b) Product Description:

Pakistan exports a variety of vegetables.

Pakistani vegetables

Bengan	Aubergine/ Eggplant
Chakandar	Beetroot
Mirch	Chilli
Makai	Corn/ Sweetcorn
Onion	Pyaaaz
Matar	Pea
Alu	Potato
Shimla Mirch	Bell Pepper
Kerela	Bitter Gorud
Kheera	Cucumber
Paythaa	Pumpkin
Sabaz Gobhi	Boroccoli

Few Number of Vegetable Names

▪ Lissan	Garlic
▪ Adrak	Ginger
▪ Kadu	Butternut
▪ Timater	Tomato
▪ Hara Pyaaz	Leek
▪ Slaad	Lettuce
▪ Shakar Qandi	Tam/ Sweet Potato
▪ Gaajar	Carrot
▪ Bhindi	Okra
▪ Phool Gobhi	Cauliflower
▪ Shaljam	Turnip

HS Codes: From

Quality of Pakistani products

Existence of international brands.

There are several global brands

Compatibility to international quality standards/certifications

Exporters from Department of Plant Protection, Karachi

Value Chain

Acceptance of Pakistani products in global markets.

Pakistani Vegetables are in great demand worldwide.

Global trade in this specific product

Top 05 exporting destinations.

1. U.A.E.
2. SRI LANKA
3. UNITED
4. KINGDOM
5. SAUDI ARABIA

Top Five Competitors(Importers):

SNo	Importers	Competitors
1	U.A.E.	INDIA
2	BANGLADESH	SRI LANKA
3	SRI LANKA	BANGLADESH
4	UNITED KINGDOM	
5	SAUDI ARABIA	

MAJOR ITEMS EXPORTED.

MAJOR ITEMS		
Value'000'		
ITEMS	Qty	Value
POTATOES,FRESH OR CHILLED	80,770	101,635
OTH VEGETABLES FRESH/CHILLED	38,664	42,748
ONIONS AND SHALLOTS	24,222	36,603
MUSHROOMS,FRESH OR CHILLED	2,354	2,201
GARLIC	1,405	306
	147,416	183,492

Exports from Pakistan & Pakistan's ranking : 3 years figure

US \$ '0000'

S.No	2014	2015	2016
1	209,092	231,728	213,304

5. List of top ten (10) Vegetables exporters of Pakistan with contact details(try to obtain from associations or website).

1	M/s. Muhammad Din Muhammad Sharif & Co, 1058,P.I.B.Colony, New Fruit Market, University Road Karachi Phone: 021-36871222
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	Phone:021-36871333 Fax:021-36871555 Contact Person: Bin Yamin Yousuf M.D
2	M/s. TALHA ENTERPRISES O.k. Marketting International, shop No. 11 to 14,Block DA1, New Sabzi Mandi, Karachi Mr. Nadeem Ahmed Proprietor 0092-21-35841521 0092-300-2568500
3	M/s. Junaid Mustufa Trading Mr. Junaid Mustufa, Shop No.6,Onion Potato Wholesaler Market ,Old Sabzi Maandi, Karachi. 921-34949304 Mob.0321-2009829
4	M/s. Lucky Global Commodities OFFICE # M -28, Mezzanine Floor, Cornish Building,Opp Bilawal House Clifton, Block 2, Karachi. Pakistan. Telephone: +92 21 35370450 +92 21 35370451 E-mail: info@luckyglobalcommodities.biz Mr. Deepak Sakhija 0092-3023000074 Mr. Haresh Kumar 0092-3421422972 Mr. Sadhram Sakhija 0092-3003208555 Mr. Amit Kumar 0092-3323978994
5	M/S. BHATTI BROTHERS OFFICE NO.10,SABZI MANDI, RAVI LINK ROAD LAHORE +92-42-37723410 +92-42-37723510 Fax. 92-042-37730906 MR. MUHAMMAD NAEEM BHATTI Proprietor
6	M/s.T.M. Commodities (Pvt.) Ltd, Mr. Tanveer Ahmed, 15/A, 3 rd Floor Namco, Campbell Street, Karachi. 921-3260223 Mob:0300-7081514 vitalstartraders@yahoo.com
7	M/s. Imtiaz Enterprises, Mr. Imtiaz Hussain Shop No.27, New Fruit & Vegetables Market, Super Highway, Karachi. 921-3687042 Mob.0333-2111495. info@imtiaz.biz
8	M/s. F.A. INTERNATIONAL SUITE NO. 802, LANDMARK PLAZA

	MUHAMMAD BIN QASIM ROAD, OFF I.I. CHUNDRIGAR ROAD, KARACHI 74200 PAKISTAN TEL: (+92-21) 32629051 - 53 (3 Lines) FAX: (+92-21) 32629053 E-MAIL: pakhalifruits@gmail.com rahsameer@hotmail.com
9	M/s. SABIR HUSSAIN & SONS FRUITS AND VEGETABLES 30-A-SABZI MARKET RAVI LINK ROAD LAHORE PH:042-37723130
10	M/s. Anchor Trading Company, Mr. Sadiq Rajanim, Suit No. 104, Saigal Brothers Building, 25 West Wharf Road, Karachi 921-32200871-32315022 Mob.0322-2736960 sadiq.rajani@anchorgroup.com.pk

TDAP participation in international exhibitions in the subject product.

- | | | |
|-----|---------------------------------|----------------|
| 1. | Sial Canada, Montreal, Canada | May,2018 |
| 2. | Foodex, Jeddah, Saudia Arabia | November,2017 |
| 3. | World Food Kazakhstan | November,2017 |
| 4. | Inter Food Jakarta, Indonesia | November,2017 |
| 5. | Asia Fruit Logistica, Hong Kong | September,2018 |
| 6. | World Food, Istanbul, Turkey | September,2018 |
| 7. | Fine Food Australia | September,2018 |
| 8. | World Food Kazakhstan | November,2018 |
| 9. | Inter Food Jakarta, Indonesia | November,2018 |
| 10. | Fruit Logistica, Berlin | Feburary,2018 |
| 11. | Sial Paris,France | October,2018 |

Product Report Format

(for Expo Pakistan 2017)

Product: FRUIT

HS Code: HS CODE: 03

Prepared by

Name: HAMID SHAHINSHAH

Designation : Assistant Director (PD-I)

Date: 10th October, 2017

Industry Economic Scenario

c) Product Description:

- d) Some fruits grown in Pakistan are: Orange, Mango, Apple, Apricot, Banana, Cherry, Dates, Guava, Peach, Lemon, Litchi, Papaya, Olive, mulberry, Plums, Pear, Pomegranate, Strawberry, Sweet lime, and a lot of dry fruits including Almonds, Pistachios and Walnuts.

Orange.

- e) Pakistan is the sixth largest producer of Kinow (mandarin) and oranges in the world, with 2.1 million tons. Pakistan world mandarin and oranges market share during the year 1997 was 0.9 percent and 3.6 percent in terms of value and volume respectively.
- f) Pakistan is also the largest producer of 'Citrus Reticula' variety (Kinow), this unique variety of citrus is indigenous to this part of the world. According to an estimate approx. 95 percent of the total Kinow produced all over the world is grown in Pakistan.
- g) The soil and climatic conditions in Pakistan have given the Kinnow a unique flavor which distinguishes it from other comparable mandarins grown in the world. An ideal condition for growing kinnow includes abundance of water, rich nitrogen content in the soil and relatively cool weather. Winter in the plains of Punjab province provides an excellent atmosphere for this fruit and the resulting fruit is sweet and has a very distinct taste.

h) Mango (مآ)

- i) Pakistan produces over 150 varieties of mango. Mango is the fruit par excellence of Subcontinent. Pakistan is an important mango growing country in the world. The soil and climatic conditions of Pakistan are highly suitable for mango cultivation. According to FAO production year book of 2001, Pakistan stands FIFTH among mango growing countries of the World.
- j) Mango enjoys second position after citrus in Pakistan. It is grown in the province of Punjab over an area of 48413 hectares out of 94121 hectares in the country (MINFAL 99-2000). Most of the remaining acreage is planted in Sindh. At present, (1999-2000) the total annual production of fruits in Pakistan is 58,46,342 tons. Even if all of this production reaches to the consumers, per head per day availability of fruit is meagre 114

grams. Fresh and processed fruits and vegetables export make up less than 1 percent of Pakistan's total export. That is a matter of concern when the need for diversification of export is badly felt.

k) The mango from Pakistan is well known for its taste and quality abroad. More than 53,000 tons of mango is exported to neighbouring and European countries, i.e. Afghanistan, Bahrain, Dubai, Kuwait, Saudi Arabia, United Kingdom, France, Malaysia and Singapore etc. fetching foreign exchange. Langra, Dusehri, Samar Behisht, Chaunsa, Anwar Ratol are important varieties grown in Punjab. Sindhri, Bagan Pali, Suwarneka, Neelum and Gulab Khas are leading ones from Sindh.

l) Watermelon (تربوز)

m) It's an all time favorite fruit for most Pakistanis especially because of its sweet and refreshing quality to combat the deadly heat. And the feeling one gets if given the middle part, without the seeds, is quite invigorating.

n) Falsay (Grewia) (فالسه)

o) Native to Southern Asia, it's famously used as a chilled summer drink, or eaten with sprinkled black salt. Oh, the sweet and sour taste of this fruit is heavenly! It is a shrub or small tree growing to 8 m tall. The leaves are broadly rounded, 5–18 cm long and broad, with a petiole 1–1.5 cm long. The flowers are venkanna in cymes of several together, the individual flowers about 2 cm diameter, yellow, with five large (12 mm) sepals and five smaller (4–5 mm) petals. The fruit is an edible drupe 5–12 mm diameter, purple to black when ripe.

Pakistan exports a variety of fruit^{9*}

HS Codes: From 0301 till 0308

Quality of Pakistani products

Existence of international brands.

There are several global brands

Compatibility to international quality standards/certifications

Exporters from Pakistan get quality certifications from the Marine Fisheries Department, Government of Pakistan which is DS2031. That is acceptable globally.

Value Chain

Acceptance of Pakistani products in global markets.

Pakistani sea foods are in great demand worldwide.

7.Global trade in this specific product

1. Top 05 exporting destinations

AFGHANISTAN
INDIA
UNITED KINGDOM
SAUDI ARABIA
INDONESIA

2. Top 05 Competitors (Importers)

c) Top Five Competitors(Importers):

Exports from Pakistan & Pakistan's ranking : 3 years figure

US \$ '0000'

S.No	2014	2015	2016
	435,293	438.501	427,025

6. List of top ten (10) Fruit exporters of Pakistan with contact details(try to obtain from associations or website).

1	Mr. A. Qadeer Khan Durrani, (Registered with Global GAP) CEO, M/s Durrani Associates, D-25, Block-6, FB Area Karachi Tel: 92-21-36349491- 4410508-7 Cell # 0321-8275648 Fax # 36360995- 4410509 Email: Durrani_associates@yahoo.com
2	Mr. Waheed Ahmed, (Registered with Global GAP) Director (Marketing), M/s Iftikhar Ahmed & Co. Plot # 7, New Fruit & Vegetable Market, Super Highway, Karachi., Tele: 92-21-36871092-93, Fax: 3-6871121 Cell: 0321-8272772, Email: iac@iac-fruit.com
3	M/s. KATH TRADERS Room # 206, 2nd Floor, Jilani Tower, GK-7/100, M.A. Jinnah Road Karachi Mr. Sultan Kath Proprietor Ph.32401642 Fax.32401645 kath_traders@yahoo.com
4	Mr. Khalid Ejaz, M/s.Roshan Enterprises, B-51,Rizwan Society, Mian University Road, Karachi.

	<p>Ph.+921-34691665-7 Fax:921-34652518 Mob: 0300 -8251062. Roshan@roshan.com.pk</p>
5	<p>M/s. Sadaruddin, D/3, Block-3, Clifton, Karachi Ph:921-35059907 Fax.35869920 info@sadrudin.com</p>
6	<p>M/s. Zahid Kino Grading. Mr. Shaid Sultan, 6-KM M. Kot MOMIN Road, Bhalwal, Sargodha Mob No. 0345-8600255. sungold@hotmail.com</p>
7	<p>M/s. Shaheen Enterprises, Haji Masood Ahmed, Chak No. 6.S.B. Tehsil Bhalwal, Sargodha. 0486-643068 Mob No.0300-6068342 shaheenpk@msn.com</p>
8	<p>M/s. Al Mehmood Establishment, Mr. Armughan Rabbani, Jummani Arcade, C-1, 3rd Floor, Main University Road, Karachi. 921-34934382 Mob No.0300-6028119 0300-2270885 almahmoodkino@yahoo.com almahmoodest@gmail.com</p>
9	<p>M/s. Iftikhar Ahmed & Co, Mr. Waheed Ahmed, Director Marketing, Plot No: 7 New Fruit & Vegetable market, Super Highway, Karachi. 921-36871092-93 Mob.0321-8272772 iac@iac-fruit.com</p>
10	<p>M/s. JMB Exporters, 62-E, 11th Commercial Street, Phase-II(Ext),DHA, Karachi. 921-35884111 sales@jmbexporters.com</p>

7. TDAP participation in international exhibitions in the subject product /

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|------------------------------------|----------------|
| 1. Sial Canada, Montreal, Canada | May,2018 |
| 2. Foodex, Jeddah, Saudia Arabia | November,2017 |
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