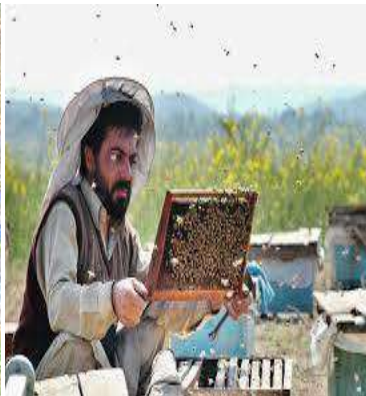




Trade Development Authority of Pakistan
Government of Pakistan
Regional Office Peshawar



Honey



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May 29, 2015.

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Preface

I am working in Trade Development Authority of Pakistan (TDAP) since November, 2009. During my career in TDAP I have prepared several reports/presentations on different products.

It is necessary to inform the readers that the data, facts and findings, by and large are secondary and derived from Individuals, International and National Organizations. I included only Natural Honey sector (HS Code: 0409) in this paper. One of the new thing in this presentation is to encourage the corporations in Pakistan and it's my idea/view.

It is very hard to create/prepare an idea/thing but very easy to criticized. I like to advice the readers to create or improve the work of other rather than criticized. I am looking forward to the readers for comments and suggestions for the improvement.

I am very thankful to International Trade Centre (ITC), SMEDA, FAO, USDA, PARC, and other organizations/ individuals for their reports and data availability on the websites, which make us very easy to prepare presentations/reports.

I am also thankful to Mr. Raza Khan and Mr. Naeem Qasmi, President, Honey Bee Keepers Association for their inputs on behalf of the association.

Peshawar

(Muhammad Amir Khan)

May 29, 2015

Introduction

Honey is the natural sweet substance produced by honeybees from the nectar of blossoms or from the secretion of living parts of plants, which honeybees collect, transforms and combine with specific substances of their own, store and leave in the honey comb to ripen and mature.

Honey is composed of sugars like glucose and fructose and minerals like magnesium, potassium, calcium, sodium, chlorine, sulphur, iron and phosphate. It contains vitamins B1, B2, C, B6, B5 and B3 all of which change according to the qualities of the nectar and pollen.

Besides, copper, iodine and zinc exist in it in small quantities. Several kinds of hormones are also present in it. Honey has a role in religion and symbolism. It is an important food for human body because of its best nutrient value.

Economic Importance

The economic importance of honey bees is due to the products they produce as well as services they perform. What makes the honey bee so special is that unlike many insects, Honey bees commonly pollinate agricultural crops such as apples, cherries, melons, and almonds. In fact, many farmers hire beekeepers to raise and maintain bee colonies on their farms entirely for this purpose.

Honey bees also produce **wax** used for polishes and candles. The **cosmetic industry** uses honey as a skin moisturizer, as a softener and as a restorer of the skin's own moisturizing factors. It is also used in creams, soaps and shampoos and lipsticks.

Honey is most commonly consumed in its unprocessed state, i.e. liquid, crystallized or in the comb. In these forms it is taken as medicine, eaten as food or incorporated as an ingredient in various food recipes. In the breakfast cereal industry, honey is used either in its liquid or in its dried and pulverized form, both for better flavor and increased consumer appeal.

Numerous snack bars (candy bars) are marketed in which honey constitutes the binding and sweetening agent. In the preparation of **marmalades** and **jams**, honey can replace all or part of the sugars used.

In the industrial sector some non-medicinal honey-milk products exist, such as pasteurized and homogenized milk sweetened with honey for long-term storage. One particular honey-milk is prepared with dried milk powder plus 25 % honey and 10% glucose.

Varieties of Honey in Pakistan

Sidrah (Beri or Ziziphus),

Acacia and Orange are regarded the best in the world

Pakistan's sidder variety

It is harvested in October. Berri plants, are grown wild in Kohat, Chakwal, Tala Gang, Mianwali, Bannu, Nizampur and Dhadhra etc some other varieties of honey in Pakistan are as under:

Rapeseed / Mustard Honey

Eucalyptus Honey

Lychee Honey

Sunflower Honey

Karanja / Pongamia Honey

Multi-flora Himalayan Honey

Acacia Honey

Wild Flora Honey

Multi and Mono floral Honey

Some World Varieties

- ACACIA
- ALFALFA Canada and USA
- AVOCADO Mexico, Central America, Australia
- BASSWOOD North America
- BLUEBERRY UK, Michigan
- BUCKWHEAT Minnesota, New York, Ohio Pennsylvania and Wisconsin as well as in eastern Canada
- LOVER Canada and New Zealand
- EUCALYPTUS Australia and USA
- FIREWEED USA

Types of manufactured Honey

Types of Honey Based On Processing Techniques

- **Strained honey** or filtered honey has been passed through a processed mesh filter to remove particles (pieces of wax) without removing pollen.
- **Ultra-filtered honey** is processed by very fine filtration under high pressure to remove all extraneous solids and pollen grains.
- **Pasteurized honey**, Supermarket honey is often pasteurized to help prevent crystallization on the shelf.
- **Varietal or monofloral honey** comes from a single flower, e.g. orange blossom, lavender, sage.
- **Flavored/fruited honey** has either fruit, coloring or flavoring added.
- **Infused honey** has had flavors of herbs, spices, peels, etc. added to it by steeping.
- **Dried honey** has been dehydrated and mixed with other ingredients to keep it free-flowing.
- **Honey sticks** are liquid honey in plastic straws, generally holding a teaspoon of honey. They can have added flavorings. The honey is sipped from the straw like candy; or the contents can be emptied into a beverage.

Major Products of Honey

- Honey
- Bee wax
- Pollen
- Royal jelly
- Bee venom
- Propolis

Uses of Honey in Pakistan and other countries

- Best nutritional food using alone or add with other foods e.g. tea, coffee, cooking receipts, ice cream etc.
- Cosmetic & pharmaceutical companies
- Herbal product manufacturers
- Food processing units etc.

Pakistan's Potential

Beekeeping is a profitable business in Pakistan. About 7,000 beekeepers are now rearing exotic species, *Apis mellifera* in the modern beehives. About 300,000 colonies producing 7,500 metric ton honey annually. Congenial climate conditions and bee flora in the country provide excellent opportunities for the expansion of beekeeping. Honeybee flora is present on vast areas in all the provinces including Northern areas, FATA and AJK and can support more than 2,000,000 honeybee colonies. With the expansion of beekeeping industry several persons are getting self-employment as commercial beekeepers, for their livelihoods.

Honey Production is proposed to be located at areas where wild plantation and crop farming is common. In Punjab, Chakwal, Gujarkhan, Attock, Sargodha, Duska are ideal places for honey bee farming, while in Khyber Pakhtunkhwa, Karak, Kohat, Swat and Bannu are most suitable. In Balochistan Quetta, Ziarat valley, Naseerabad, and Kalat. In Sindh a few areas of Thatta, Sujawal, Mirpur Khas, Hyderabad and Gularchi area respectively are suitable for honey production as per discussion with experts.

Other than honey, products of the hive can enhance the income of beekeepers because processing of these products are comparatively higher than honey Royal Jelly Rs.30,000/-per kg, Pollen Rs.2000/-kg Propolis Rs.1000/-kg, and beeswax Rs.1100/-kg in international market. (Source: PARC)

Four species of honeybees are found in Pakistan. Three are indigenous and one is imported and established in Pakistan. The indigenous species are *Apis dorsata*, *Apis cerana*, and *Apis florea*. The occidental species is *Apis mellifera*. The European bees were first introduced some 20 years ago and after consistent efforts now it has more than 150,000 colonies.

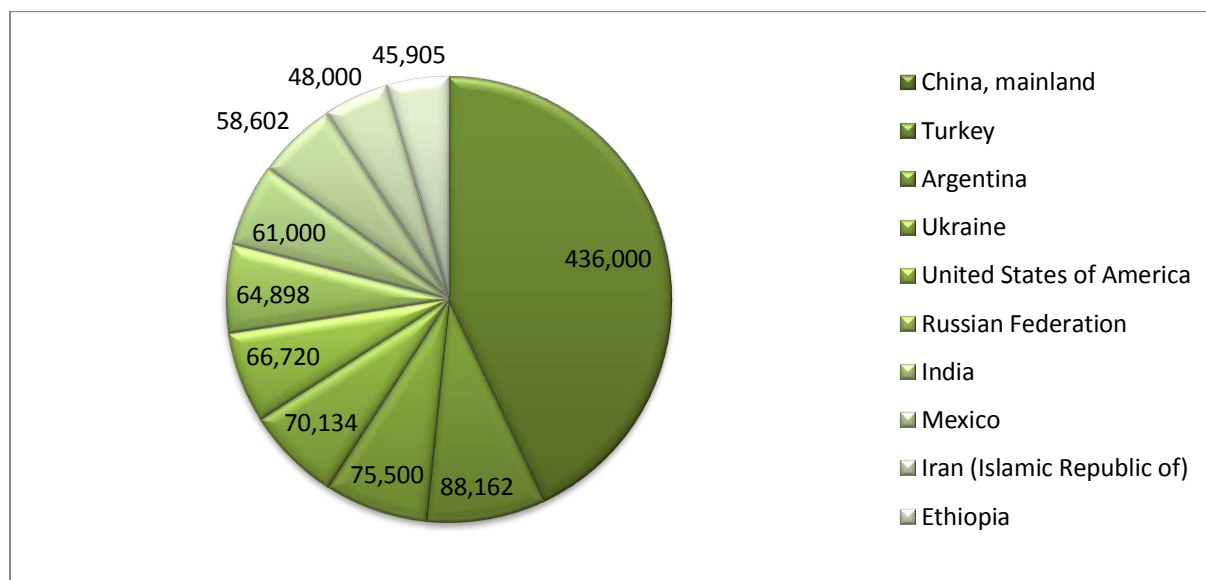
Standards of honey

- Pakistani Honey standards are not yet in the position to export in the European Markets because of their strict standards of food safety.
- Many independent organizations are working to improve their standards (HACCP, ISO, etc Certifications) to export where food safety regulation are very strict but Pakistan is far behind to those standards.
- Some organizations like Shah farms, Islamic shahed, Salman's, Young's Food, are processing and strive to meet the standards, they are also providing services for the processing of honey. Pakistani exporters mostly rely on Middle East Market but its share is small.

Top Producer of Honey (FAO 2012)

Rank	Area	Production (MT)
	Total	Est. 1,350,000
1	China, mainland	436,000
2	Turkey	88,162
3	Argentina	75,500
4	Ukraine	70,134
5	United States of America	66,720
6	Russian Federation	64,898
7	India	61,000
8	Mexico	58,602
9	Iran (Islamic Republic of)	48,000
10	Ethiopia	45,905

Top Producer of Honey (FAO 2012)

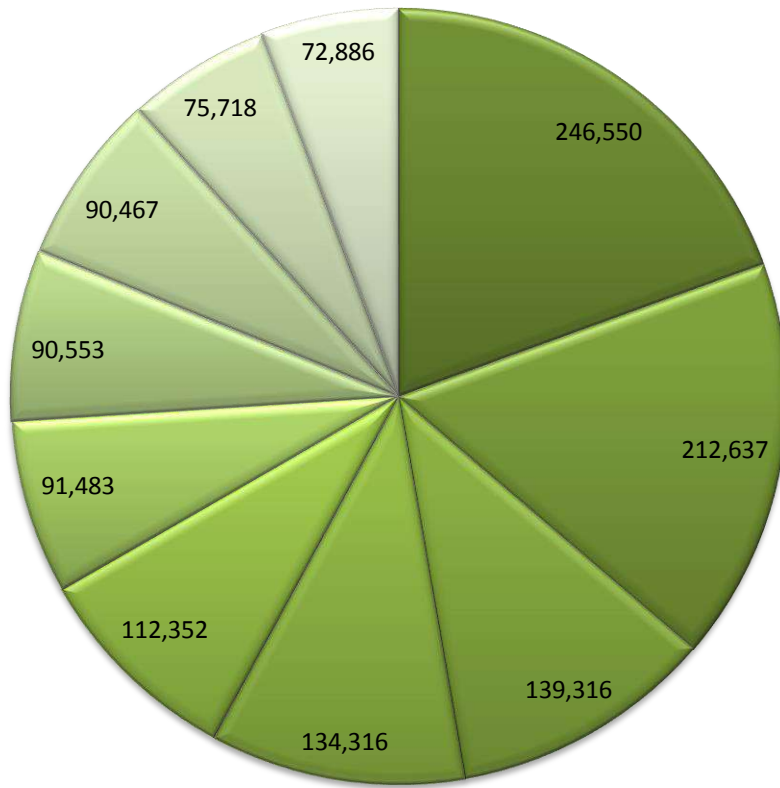


Global Trade of Honey

Top Ten Exporters of Honey

Exporters	Trade Indicators					
	Value exported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity exported in 2013	Quantity Unit	Unit value (USD/unit)	Share in world exports (%)
World	2,056,753	29,722	595,931	Tons	3,451	100
China	246,550	203,618	124,901	Tons	1,974	12
Argentina	212,637	212,533	65,180	Tons	3,262	10
New Zealand	139,316	138,805	9,592	Tons	14,524	7
Germany	134,316	(187,688)	22,628	Tons	5,936	7
Mexico	112,352	112,328	33,458	Tons	3,358	6
Spain	91,483	38,436	21,284	Tons	4,298	4
Viet Nam	90,553	89,299	35,315	Tons	2,564	4
Hungary	90,467	90,204	19,426	Tons	4,657	4
India	75,718	74,536	30,099	Tons	2,516	4
Belgium	72,886	4,850	22,020	Tons	3,310	4
Canada	59,173	33,896	12,287	Tons	4,816	3

Sources: ITC calculations based on UN COMTRADE statistics

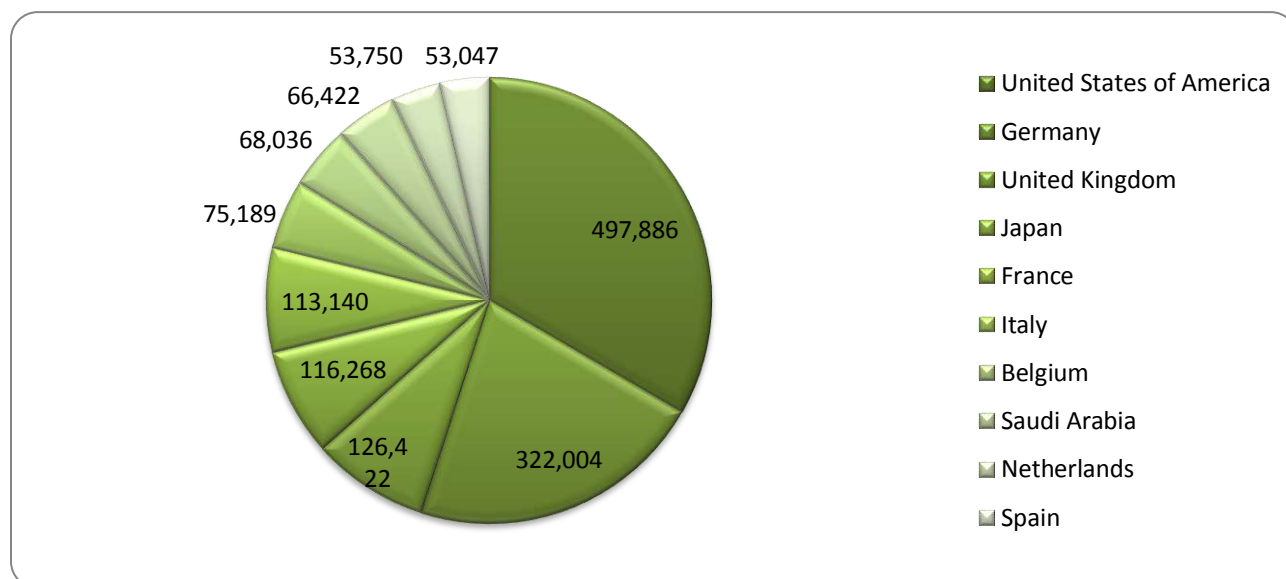


- China
- Argentina
- New Zealand
- Germany
- Mexico
- Spain
- Viet Nam
- Hungary
- India
- Belgium

Top Ten Importers of Honey

Importers	Trade Indicators						Average tariff (estimated) applied by the country (%)
	Value imported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity imported in 2013	Quantity Unit	Unit value (USD/unit)	Share in world imports (%)	
World	2,027,031	29,722	588,093	Tons	3,447	100	
United States of America	497,886	(476,168)	152,845	Tons	3,257	25	0
Germany	322,004	(187,688)	90,376	Tons	3,563	16	6
United Kingdom	126,422	(105,860)	38,337	Tons	3,298	6	6
Japan	116,268	(115,789)	39,030	Tons	2,979	6	21
France	113,140	(81,476)	28,763	Tons	3,934	6	6
Italy	75,189	(16,077)	18,489	Tons	4,067	4	6
Belgium	68,036	4,850	26,009	Tons	2,616	3	6
Saudi Arabia	66,422	(35,264)	17,398	Tons	3,818	3	5
Netherlands	53,750	(44,204)	14,193	Tons	3,787	3	6
Spain	53,047	38,436	22,096	Tons	2,401	3	6

Sources: ITC calculations based on UN COMTRADE statistics

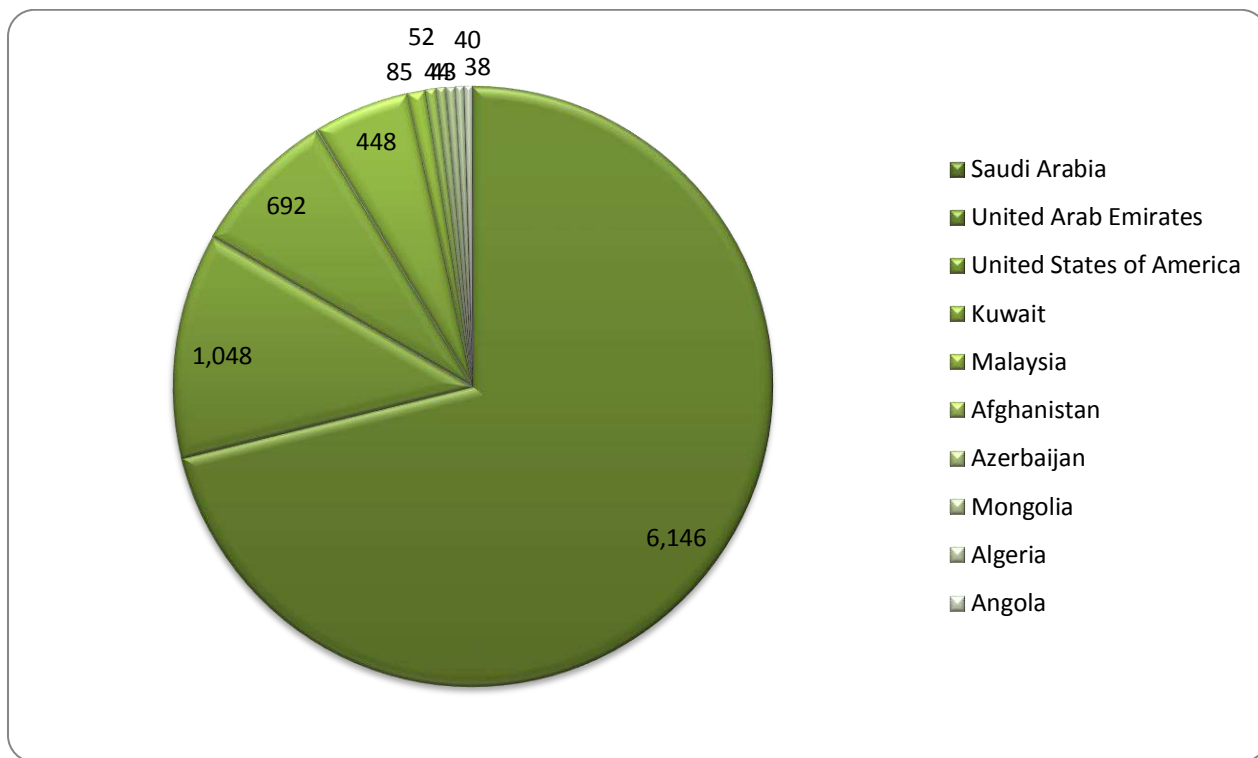


Pakistan Exports to the World

Pakistan's exports represent 0.43% of world exports for this product, its ranking in world exports is 34

Importers	Trade Indicators								Tariff (estimated) faced by Pakistan (%)
	Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Share in Pakistan's exports (%)	Exported quantity 2013	Quantity unit	Unit value (USD/unit)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	
World	8,799	7,927	100	1,693	Tons	5,197		100	
Saudi Arabia	6,146	6,055	70	1,120	Tons	5,488	8	3	5
UAE	1,048	1,036	12	213	Tons	4,920	17	1	5
USA	692	667	8	134	Tons	5,164	1	25	1
Kuwait	448	448	5	105	Tons	4,267	36	0	5
Malaysia	85	84	1	27	Tons	3,148	26	1	2
Afghanistan	52	52	1	11	Tons	4,727	76	-	20
Azerbaijan	44	44	1	9	Tons	4,889	99	-	15
Mongolia	43	43	1	10	Tons	4,300	79	-	5
Algeria	40	40	1	7	Tons	5,714	54	0	30
Angola	38	38	0	21	Tons	1,810	69	-	30

Sources: ITC calculations based on UN COMTRADE statistics

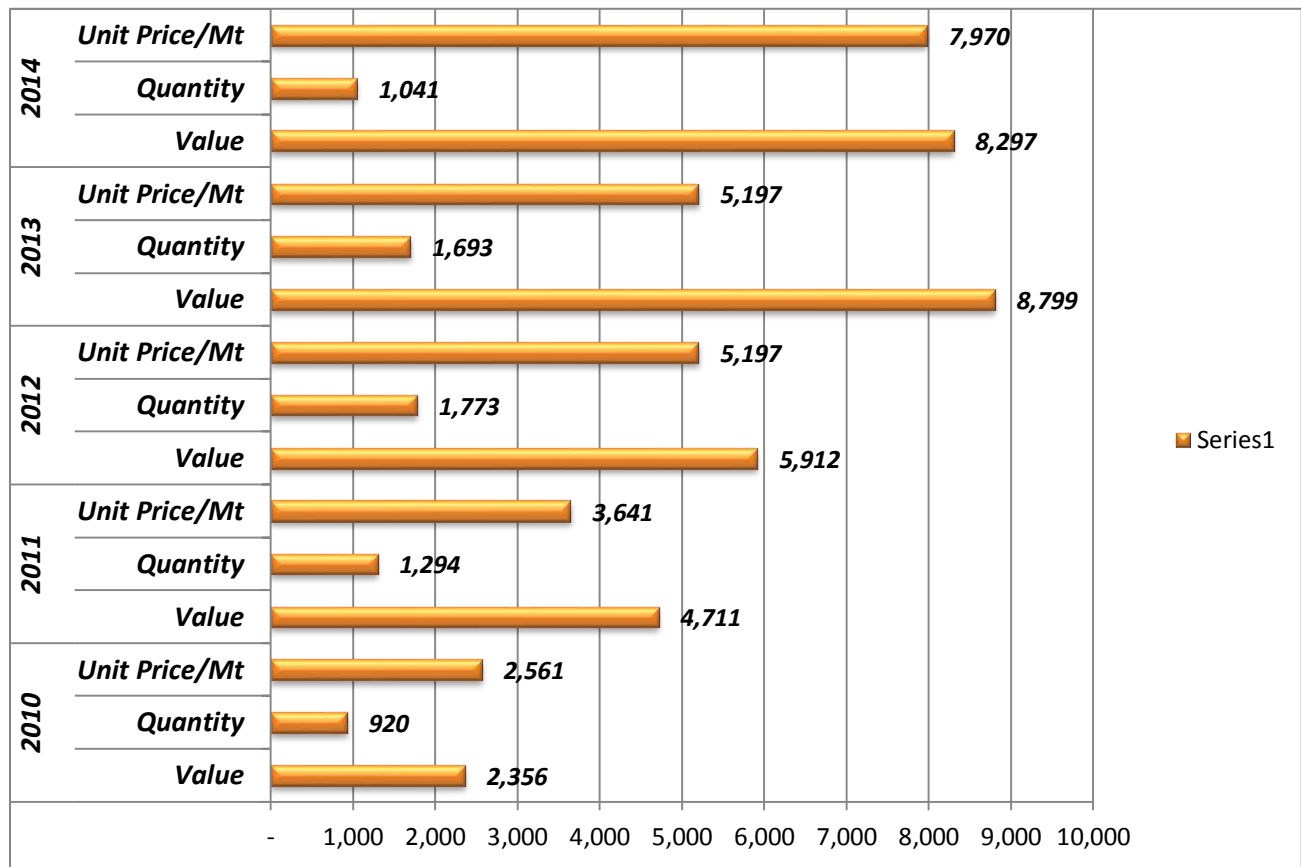


In year 2013 the export value of Pakistani Honey was US\$ 8.799 million. Major importing partner of Pakistani Honey was Saudi Arabi, UAE, USA, and Kuwait. In Saudi Arabia and UAE there is huge export potential in honey sector. Saudi Arabia and UAE ranks 8 and 17 in world imports for which Pakistani Honey meet their standards of imports.

Pakistan Exports in Last five Years

Importers	Exported in 2010			Exported in 2011			Exported in 2012			Exported in 2013			Exported in 2014		
	Value	Quantity	Average Unit Price/MT	Value	Quantity	Average Unit Price/MT	Value	Quantity	Average Unit Price/MT	Value	Quantity	Average Unit Price/MT	Value	Quantity	Average Unit Price/MT
World	2,356	920	2,561	4,711	1,294	3,641	5,912	1,773	5,197	8,799	1,693	5,197	8,297	1,041	7,970
Saudi Arabia	1,680	655	2,565	3,235	844	3,833	4,329	1,318	5,488	6,146	1,120	5,488	6,340	715	8,867
United Arab Emirates	259	106	2,443	469	116	4,043	626	167	4,920	1,048	213	4,920	795	121	6,570
United States of America	95	38	2,500	473	192	2,464	337	113	5,164	692	134	5,164	371	87	4,264
Kuwait	95	36	2,639	117	31	3,774	236	60	4,267	448	105	4,267	316	43	7,349
China	-	-	-	-	-	-	39	11	-	-	-	-	133	18	7,389
Malaysia	9	3	3,000	22	5	4,400	27	10	3,148	85	27	3,148	49	9	5,444
Tunisia	-	1	-	-	-	-	-	2	5,800	29	-	5,800	41	7	8,200
Libya	2	3	2,000	-	2	-	9	13	-	-	5	-	33	5	4,714
Qatar	6	-	3,000	8	-	4,000	8	-	8,000	8	3	8,000	33	5	8,250
Afghanistan	5	-	2,500	73	-	2,808	32	-	4,727	52	5	4,727	27	5	6,750
Canada	6	2	2,000	8	26	4,000	37	9	5,400	27	11	5,400	27	4	5,400
Oman	-	-	-	-	-	-	1	-	5,000	15	2	5,000	27	4	5,400
Yemen	-	-	-	-	-	-	20	1	2,000	2	4	2,000	27	4	6,750
Mozambique	-	2	-	-	2	-	3	2	3,000	12	1	3,000	19	4	4,750
Albania	-	-	-	-	-	-	2	4	2,000	4	1	2,000	17	4	4,250
Iraq	-	-	-	4	2	2,000	47	18	-	-	-	-	16	2	8,000
Mauritius	11	3	3,667	17	6	2,833	10	4	5,000	25	5	5,000	10	2	5,000
Singapore	-	-	-	2	-	-	2	-	3,600	18	5	3,600	10	2	5,000

Sources: ITC calculations based on UN COMTRADE statistics



Analysis:

The above Table and Bar shows that the value and Average Unit Price of Pakistan Honey significantly increased. In year 2010 the value of export was US\$ 2.356 million and the Average Unit Price was US\$ 2,561/MT which subsequently increased and in year 2014 the value of Honey exports reached to 8.297 million, similarly the average unit price increased to US\$ 7,970/MT. On other hand there is significant decreased in the quantity, in year 2014 the quantity is significantly decreased compared to year 2013 and 2012. The increased of export value is due to increase in the average unit price.

SWOT Analysis

Strength

Pakistan is producing high quality of Honey specially berries honey, Pakistan embraces different climatic zones and ecologies, from sea level to lofty mountains with wide diversity in kind of soils, temperature, sunshine, rainfall, wind velocity, altitude and also blessed with rich fauna and flora. The flora includes citrus, acacia, clover, ber, loquat, shain, kalongi, mosquito, sheasham, sunflower rape and mustard in different ecological areas in the country. Besides this 160,000 hectare of mangroves plantation in the coastal belt is another potential honey source which is yet to be explored. Northern areas of Pakistan are prime source of Acerana. This species is confined to hills and foot-hills of Pakistan.

Congenial climate conditions and bee flora in the country provide excellent opportunities for the expansion of beekeeping industry. Honeybee flora is present on vast areas in all the provinces including Northern areas, FATA and AJK and can support more than 2,000,000 honeybee colonies. With the expansion of beekeeping industry several persons are getting self-employment as commercial beekeepers, for their livelihoods. (Source: PARC)

The demand of Honey is increasing day by day because honey is used by pharmaceuticals companies in their medicines; it is used in cosmetics, food processing industries etc.

Weaknesses

Beekeeping as it is found in the country is not a uniform procedure. Every aspect, from honey hunting to small scale apiculture and even highly sophisticated migratory production system is found, migration is a traditional element of the honey production system. Shifting of the colonies, cover distance up to 500 km. Some highly skilled beekeeper may travel over 1000 km. This practice is rather expensive for small-scale beekeepers. Large distant migrations tend to belong to a high-income group. Social strata dealing with bees are rather heterogeneous.

In a research Small and Medium Enterprises Development Authority (SMEDA) identified/informed that 80 % is Afghani Refugees and 20 % Pakistanis involved in honey business, majority of which is illiterate, lack of basic knowledge about use of modern technology and marketing techniques. Due to which the production and quality is poor. Only few companies are using labeling, good packing and marketing techniques for the promotion of Honey.

Opportunities

Demand for honey products in international and local markets is increasing day by day, with also significant increase in prices. By installing proper technology the production and quality of the honey may be improve.

PATCO Agro Tech Company of, Pakistan Agricultural Research Council (PARC) also contributes in the marketing of honey and honey products to local marketing and also to the end user.

Beekeeping in the country has entered in gender sensitivity. Many women associations are doing beekeeping in collaboration with ILO, AKRSP and NRSP. Value-added products are prepared on small scale by these groups. Additional income from products of the hive like pollen, Propolis and royal jelly has also entered in the high scale beekeeping community. Beekeeping in the country has attained the status of income generation in rural areas of the country as well as in urban areas like Karachi, where Pak. Beekeepers Society has established. Economics has been worked out for various categories of beekeepers.

Other than honey, products of the hive can enhance the income of beekeepers because process of these products are comparatively higher than honey Royal Jelly Rs.30,000/-per kg, Pollen Rs.2000/-kg Propolis Rs.1000/-kg, and beeswax Rs.1100/-kg in international market.

Threats

- Cutting of jungles is the major threat and is endangering the production of honey.
- Taxes collected from honey beekeepers during journey.
- Irritation of the beekeepers by police.
- Pilfered Bair honey by some exporters enables them to sell below the fair prices and even at the procurement cost of the pure honey. As a result on one hand it posses threat to the country's product and on the other hand forcing genuine exporters.
- The evacuation of Afghan refugees from Pakistan may create a vacuum in honey sector. On one side it is an opportunity for Pakistani's labor and on the other hand it is a threat for honey sector.

Issues faced by manufacturers/exporters

- Latest technology is not being used
- No training institutes and centers are set up
- No financial incentives given by the government

Corporations

Definition of 'Corporation'

A legal entity that is separate and distinct from its owners. Corporations enjoy most of the rights and responsibilities that an individual possesses; that is, a corporation has the right to enter into contracts, loan and borrow money, sue and be sued, hire employees, own assets and pay taxes.

The most important aspect of a corporation is limited liability. That is, shareholders have the right to participate in the profits, through dividends and/or the appreciation of stock, but are not held personally liable for the company's debts.

Incorporation benefits

Incorporation benefits include:

- Limited Liability - Corporations provide limited liability protection to their owners (who are called shareholders). Typically, the owners are not personally responsible for the debts and liabilities of the business; thus, creditors cannot pursue owners' personal assets, such as a house or car, to pay business debts. Conversely, in a sole proprietorship or general partnership, owners and the business are legally considered the same and personal assets can be used to pay business debts.
- Tax Advantages - Corporations often gain tax advantages, such as the deductibility of health insurance premiums paid on behalf of an owner-employee; savings on self-employment taxes, as corporate income is not subject to Social Security, Workers Compensation and Medicare taxes; and the deductibility of other expenses such as life insurance.
- Establishing Credibility - Incorporating may help a new business establish credibility with potential customers, employees, vendors and partners.

- Unlimited Life - A corporation's life is not dependent upon its owners. A corporation possesses the feature of unlimited life, meaning if an owner dies or wishes to sell his or her interest, the corporation will continue to exist and do business.
- Transferability of Ownership - Ownership in a corporation is typically easily transferable. (However, there are restrictions on S corporation ownership.)
- Raising Capital - Capital can be raised more easily through the sale of stock. Additionally, many banks, when providing a small business loan, want the borrower to be an incorporated business.

Disadvantages of a corporation

- Double Taxation - C corporations are subject to double taxation of corporate profits when corporate income is distributed to the owners in the form of dividends. The double tax is created when tax is first paid at the corporate level. If corporate profit is then distributed to owners as dividends, the owners pay tax at the individual level on that income. The double tax can be avoided by electing S corporation tax status with the Internal Revenue Service.
- Formation and Ongoing Expenses - To form a corporation, articles of incorporation must be filed with the state and the applicable state filing fees paid. Many states impose ongoing fees on corporations, such as annual report and/or franchise tax fees. While these fees often are not very expensive for small businesses, formation of a corporation is more expensive than for a sole proprietorship or general partnership, both of which are not required to file formation documents with the state.
- Corporate formalities - Corporations are required to follow both initial and annual record-keeping tasks, such as holding and properly documenting initial and annual meetings of directors and shareholders, adopting and maintaining bylaws and issuing shares of stock to the owners. Sole proprietorships, general partnerships and even LLCs do not incur the formalities imposed on corporations.

Note: Corporation Laws are different in all over the world, and the above advantages and disadvantages are subject according to states.

Advantages to form Corporations in Honey Sector

Around 7,000 beekeepers manage around 3,000 honeybee colonies in all over Pakistan. Most of the beekeepers are working in isolation and competing with each other with small capitals and high costs. Resulting low production and quality and can not enter in the high value potential international markets and also losing their existing markets. If Honey sector/or other sectors in Pakistan form corporation and the manufacturers/producers work collectively the following benefit may be expected.

- Large Capital
- Systematic approach
- Right person at the right place
- In-house training for the workers
- Easy to get the Standards
- Increase the production capacity by installing latest technology as well skilled workers
- Decrease the cost
- Access the international markets, etc.

What the Government should do to encourage corporations

Due to lack of resources/ vision/ planning/ policies/ uniformity it is not possible for the Government of Pakistan to focus/invest/facilitate different sectors. The Government may provide the following services/facilitations to encourage corporation for the renovation/improvement of Honey sector.

- Tax free zones
- Tax free income for at least ten years.
- Soften the law and one window operation for the formation of corporations.
- Incentives from the institutions.
- Free interest loan

OR

The individuals may work on the below Suggestions/Recommendations

- Impact in terms of improved product quality: Professional capacities of stakeholders (beekeeping training for farmers) being strengthened: better beekeeping and bee product processing skills.
- Production process to ensure good quality products. The products are up to standard in terms of quality and specifications. Products have to look right in the eyes of consumer and they have to function in the way the consumer wants to use them.
- The quality must be precise and it must be maintained.
- An individual exporter's products of poor or unreliable quality can damage the entire country's reputation as a supplier.
- Specifications set out in the sales contract must be ensured.

Standardization

Standards are very important in international trade

Through the International Organization for Standardization (ISO), many countries have agreed on international standards for numerous products.

ISO has established a particularly important series of standards on quality systems, the ISO 9000, applicable both to manufacturing and services.

TDAP has published a hand book on ISO 9000 which may be had for a detailed understanding of ISO 9000.

Establishing standards:

For products, there may already be standards on an industry-wide, national or even international level. To export, international standards should be the most important. When there are no established standards, the process of standardization must start within your company.

Packaging and sales promotion:

The sales promotion function packaging is especially important for consumer products when they are exported in the packs which reach the final consumer. It must make consumers feel that is the product they want, and not the others that are also on display. The packaging must act as the exporter's salesman;

Packaging has at least five major functions:

- Protecting the product against damage and spoilage
- Easing handling and transport
- Informing the buyer about the contents
- Stimulating purchase of the product by the final consumer
- Making the product easy for use

Potential Markets

- The world export value of Honey in year 2013 was US\$ 2.057 Billion.
- It's a huge potential product in all over the world.

Action Plan

- Audit your company where you stand.
- What amount you can supply.
- Are you ready for exports? (Surplus and requirement/standards of the potential Market)
- The potential markets for small exporters are small markets because the requirements/standards are not strict and have not the perfect competition.
- Big markets have cut throat competition and high requirement and it's not possible for small exporters to meet that requirement.
- Enter in the market which have smooth or little requirement/standards and easy to access.
- Potential market we consider that where the average unit price is high because of their buying power.

Now it's depending on the exporters where they can penetrate according to their capacity and establish business linkages in that market.

- Agriculture exports depend upon the production and the access quantity. According to Pakistan Agriculture Research Council the total production of honey in Pakistan is around 7,500/MT. In year 2014 the Pakistan export quantity of honey was 1,041 MT.
- To increase the export value we may need to increase the production as well standards of our product.

TDAP's mandate is to promote the product and identify the markets which have large potential. TDAP, Peshawar has held series of meetings with Honey Association to know their problems and what TDAP can do to facilitate them according to TDAP mandate. The Association has informed that the producers/farmers/traders/exporters of honey have insufficient resources to explore the existing as well as new markets. The Association has requested TDAP to form a delegation to explore and increase the exports share in Saudi Arabia and UAE markets. Furthermore the association also requested to hold a training workshop for the education of stakeholders.

TDAP, Peshawar suggest that a honey delegation may be send to Saudi Arabia in November side line with Foodex, Jeddah, Saudi Arabia, November 2015, to get optimum results.

Awareness Programs:

TDAP, Peshawar also suggests to organize Seminars/ Workshops (Association, Government and Non Government Organizations).

Series of training programs may be organize to enhance the skills of beekeepers.

Awareness programs on beekeeping may be launch on Electronic and print media.

Organization working for honey products productions/promotion

- Frontier bee keeping Association
- Pakistan bee keeping Association
- Pakistan Agriculture Research council(PARC)
- SHAH FARMS, Karachi
- The Microfinance Initiative (MFi)
- The International Centre for Integrated Mountain Development, ICIMOD
- Aga Khan Rural Support Program, Gilgit
- FATA Development Program – Livelihoods Development (FDP-LD)
- Non-Timber Forest Product (NTFP), FATA Secretariat

Contacts of Experts/Consultants

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Email: m_s_munawar@live.com

Prominent Entrepreneurs/Exporters of Pakistan

S. #	Name & Company Name	Contact Details	Business Address
1	Haji Waheed M/s. Dir Bajour Honey Store	0300-5948373	Shop No. 01-A, Pak International Honey Market, Tarnab Farms, Peshawar.
2	Haji Noor Agha Babkar Khel M/s. Mohammadi Khalis Honey	0321-9157648	Shop No. 06-A, Pak International Honey Market, Tarnab Farms, Peshawar.
3	Haji Abdul Hameed M/s. Ibrahim Enterprises	0331-8585850	Shop No. 07-A, Pak International Honey Market, Tarnab Farms, Peshawar.
4	Gul Zaman Haqani M/s. Nafees Ul Shifa Honey Traders	0343-9659925	Shop No. 08-A, Pak International Honey Market, Tarnab Farms, Peshawar.
5	Qari Hamid Ullah M/s. Jadah Honey Traders & General Suppliers	0300-5953348	Shop No. 10-A, Pak International Honey Market, Tarnab Farms, Peshawar.
6	Haji Asad Ullah M/s. Alshifa Traders	0300-9333428	Shop No. 11-A, Pak International Honey Market, Tarnab Farms, Peshawar.
7	M Ayaz M/s. M Ayaz Honey	0300-5880027	Shop No. 01-B, Pak International Honey Market, Tarnab Farms, Peshawar.
8	Ahmad Shah M/s. Al-Shifa Honey	0300-9015265	Shop No. 02-B, Pak International Honey Market, Tarnab Farms, Peshawar.
9	Jamil Khan M/s. Noorani Enterprises	0301-8913901	Shop No. 04-05-B, Pak International Honey Market, Tarnab Farms, Peshawar.
10	Haji Khan Wazir Wazir Pure Honey	0300-5911960	Shop No. 05-B, Pak International Honey Market, Tarnab Farms, Peshawar.
11	Haji Matiullah Khan M/s. Insaf Honey	0321-9120095	Shop No. 06-B, Pak International Honey Market, Tarnab Farms, Peshawar.
12	Ihsan Ullah Pamir M/s. Pure Honey	0301-5955190	Shop No. 07-B, Pak International Honey Market, Tarnab Farms, Peshawar.
13	Sher Alam M/s. Alaatta Trading Company	0300-5858484	Shop No. 09-B, Pak International Honey Market, Tarnab Farms, Peshawar.
14	Hafeez Ullah M/s. Alfalah Honey	0300-5973394	Shop No. 09-10-B, Pak International Honey Market, Tarnab Farms, Peshawar.

15	HajiAbdul Wahid M/s. Abdul Sami Interprises	0333-9192794	Shop No. 11-B, Pak International Honey Market, Tarnab Farms, Peshawar.
16	Mr. Zahoor ul Haq M/s. JAN TRADERS	091-5704438	Room No. 16 2nd Floor, Khattak Medical Plaza, University Road, Peshawar.
17	Mr. M. Obaid ur Rehman M/s. EAST & WEST ENTERPRISES	091-5705687	56-E, University Town, Canal Road, Peshawar.
18	Mr. Raza Khan President All Pakistan bee keeper Trade and Exporters association,	0346-2190477	Tarnab Farm, G.T Road Peshawar.
19	Mr. Naeem Qasimi President Pak Beekeeper Association	0333-9092150	G.T Road Tarnab Farm, Peshawar.
20	M/s. Young's Private Ltd.,	TEL: +92-21-3452 1387-8 FAX: +92-21-3452 1380 EMAIL: info@youngsfood.com WEB: www.youngsfood.com	33-D, Block - 6, P.E.C.H.S., Karachi- Pakistan.
21	M/s. Salman's Corporation (Pvt.) Ltd	Ph: +92-51-224-1291, +92-51-224-1370 Fax: +92-51-224-1738 Email: info@salmancorp.com	42 Lehtrar Road, Post Office: Tarlai, Islamabad - Pakistan.
22	MARHABA LABORATORIES (PVT) LTD.	UAN :+92 (42) 111-152-152 FAX: +92 (42) 35115281 EMAIL: info@marhaba.com.pk	142 - Main Quaid-e-Azam Industrial Estate, Lahore - 54770 Pakistan.
23	M/s. SHAH FARMS	Ph: +92-2138202639 Cell: +92-333-2264322 Email: shahfarm@syber.net.pk Web: www.shahfarm.com	4 & 6 Dilkusha Chamber Opp. Godeon Cinema Marston Road, Karachi, Pakistan

List of importing companies of the potential countries

Sr. *	Company name	Number of employees	Country	City	Website
1	CEROILFOOD, Shandong Cereal & Oil I&E Corp.	1001-5000	China	Qingdao, Shandong	
2	CEROILFOOD, Shanghai Cereal & Oil I&E Co.	1001-5000	China	Shanghai	
3	Changzhou Foreign Economic & Trading Corp.	101-250	China	Changzhou, Jiangsu	http://www.cfett.com
4	China Commercial Foreign Trade Corp.	101-250	China	Beijing	http://www.ccft.com.cn
5	China Far East International Trading Corporation	51-100	China	Beijing	http://www.feitc.cn
6	China Imp. & Exp. Corp. of State Farms	101-250	China	Beijing	
7	China National Sugar & Wine Corp.	101-250	China	Beijing	http://www.qgtjh.com
8	China North Industries Dalian Corp.	Unknown	China	Dalian, Liaoning	http://www.norincodalian.cn
9	China North Industries, Guangzhou Corp.	251-500	China	Guangzhou, Guangdong	
10	CHINAPACK, Tianjin Co.	1001-5000	China	Tianjin	
11	Chinse Cereals And Oils Association	20-Nov	China	Beijing	http://www.ccoaonline.com
12	Chongqing Foreign Trade & Economy Co., Ltd.	101-250	China	Chongqing	http://www.cfteco.com
13	Chongqing Int'l Economic & Technical Cooperation Corp.	Unknown	China	Chongqing	http://www.cicet.com
14	Dongguan Guangli Foodstuffs Imp. & Exp. Co. Ltd.	1001-5000	China	Dongguan, Guangdong	http://www.dgfoodstuffs.com.cn
15	Fujian Huamin Imp. & Exp. Co., Ltd.	51-100	China	Fuzhou, Fujian	http://www.fjhm.com
16	Fujian Tea Import & Export Co., Ltd.	101-250	China	Fuzhou, Fujian	http://www.fteast.com
17	Fuzhou Saint Bana Import & Export Trade Co.,Ltd.	20-Nov	China	Fuzhou, Fujian	http://www.banachina.com
18	Gansu Imp. & Exp. Trade Group Corp.	101-250	China	Lanzhou, Gansu	
19	Gansu Native Produce & Animal By-products Imp. & Exp. Corp.	1001-5000	China	Lanzhou, Gansu	
20	Guangdong Dongfang Imp. & Exp. Corp.	101-250	China	Shenzhen, Guangdong	http://www.gd-dongfang.com/
21	Guangdong Foreign Trade Dev. Co.	Unknown	China	Guangzhou, Guangdong	http://www.gdimp-exp.com
22	Guangdong Light Industrial Development Imp. & Exp. Corp.	Unknown	China	Guangzhou, Guangdong	http://www.glip.com.cn
23	Guangdong Metals & Minerals I&E Group Corp.	501-1000	China	Guangzhou, Guangdong	http://www.minmetals-gd.com
24	Guangdong Nanyou Foreign Service Co. Ltd.	1001-5000	China	Guangzhou, Guangdong	http://www.nyfesco.com
25	Guangdong Zhongshan Foodstuffs & Aquatic Import & Export Group Co., Ltd.	Unknown	China	Zhongshan, Guangdong	http://www.shuichu.com
26	Guangxi Cereals, Oils & Foodstuffs Imp. & Exp. Corp.	1001-5000	China	Nanning, Guangxi	
27	Guangzhou Pepsi-Cola Beverage Co. Ltd.	501-1000	China	Guangzhou, Guangdong	http://www.pepsiusa.com

28	Hainan Nanhai Modern Fishing Group Co. Ltd.	Unknown	China	Haikou, Hainan	http://www.nanhaifishery.com
29	Hainan Sino-foreign Trade Business Development Co.	Unknown	China	Haikou, Hainan	
30	Hainan Supply & Marketing Development Corp.	Unknown	China	Haikou, Hainan	http://www.hainancoop.com/
31	Hebei Cereals, Oils & Foodstuffs Imp. & Exp. Corp.	501-1000	China	Shijiazhuang, Hebei	
32	Hubei Cereals, Oils & Foodstuffs Imp. & Exp. Corp.	1001-5000	China	Wuhan, Hubei	http://www.hbcofco.com
33	Hunan Cereals, Oils & Foodstuffs Imp. & Exp. Corp.	101-250	China	Changsha, Hunan	http://www.hunancof.com
34	Hunan Native Produce & Animal By-products Imp. & Exp. Corp.	101-250	China	Changsha, Hunan	http://www.etuhsu.com
35	Jiangsu Cereals, Oils & Foodstuffs Imp. & Exp. Group Corp.	101-250	China	Nanjing, Jiangsu	http://www.jcof.com
36	Jingsha Jinxiang Textile Co. Ltd.	501-1000	China	Jingsha, Hubei	
37	Liaoning Native Produce Imp. & Exp. Corp.	1001-5000	China	Dalian, Liaoning	
38	Mianyang Imp. & Exp. Corp.	1001-5000	China	Mianyang, Sichuan	
39	Ningbo Yitai Imp. & Exp. Corp.	51-100	China	Ningbo, Zhejiang	http://www.nbetdz.com
40	Norbright Industry Co.,Ltd.	21-50	China	Tianjin	http://www.norbright.com
41	QINGDAO BONDED AREA SANFENGHE FOREIGN TRADE CO.,LTD.	20-Nov	China	Qingdao, Shandong	http://www.kompass.com/c/sanfenghe
42	Shandong Sanfod Group Co. Ltd.	Unknown	China	Qingdao, Shandong	http://www.sanfod.com.cn
43	Shanghai Foodstuffs Imp. & Exp. Corp.	1001-5000	China	Shanghai	http://www.shfiac.com
44	Shenzhen Aokangde Ind. Co. Ltd.	5001 and more	China	Shenzhen, Guangdong	
45	Shenzhen International Enterprise Co. Ltd.	251-500	China	Shenzhen, Guangdong	http://www.china-ia.com
46	Shenzhen SEZ Development (Group) Corp.	5001 and more	China	Shenzhen, Guangdong	http://www.sdg.com.cn
47	Shenzhen Zhenhua Group Co. Ltd.	101-250	China	Shenzhen, Guangdong	http://www.szh.com
48	Tianjin Jinxing I&E Group Co. Ltd.	Unknown	China	Tianjin	http://www.tjg-star.com
49	Tianjin Liho Imp. & Exp. (Group) Corp.	51-100	China	Tianjin	http://www.tjliho.com
50	Xiamen Medicines & Health Products Imp. & Exp. Corp.	101-250	China	Xiamen, Fujian	http://www.xmmehe.com.cn
51	Zhejiang Native Produce & Animal By-products Imp. & Exp. Group Corp.	Unknown	China	Hangzhou, Zhejiang	http://www.zjnac.com
52	Zhongshan Aquatic Products Imp. & Exp. Corp.	251-500	China	Zhongshan, Guangdong	http://www.shuichu.com
53	Zhuhai SEZ Foodstuffs Co.	1001-5000	China	Zhuhai, Guangdong	
54	Gold Hill Trading Limited	Unknown	H.K, China	Tsuen Wan, New Territories	http://superstargroup.com.hk/
55	Wenlin Enterprises Limited	10-Jan	H.K, China	Quarry Bay, Hong Kong	
56	Advantage Asia Pacific Limited	10-Jan	H.K, China	Tsuen Wan, New Territories	http://www.advantageasiapacific.com/
57	Luen Kee Hoo Company Limited	Unknown	H.K, China	Sheung Wan, Hong Kong	http://www.luenkee.com

58	Ponti Food & Wine Cellar Limited	20-Nov	H.K, China	San Po Kong, Kowloon	http://www.ponti-fwc.com
59	Abu Dhabi National Foodstuff Co	251-500	U.A.E	Abu Dhabi	http://www.foodcouae.com
60	Ajman General Services & Supplies Co WLL	21-50	U.A.E	Ajman	http://www.agsuae.com
61	Al Safeer Group of Companies	1001-5000	U.A.E	Sharjah	http://www.safeergroup.ae
62	Al Sharq Al Aqssa Trading Co. L.L.C.	51-100	U.A.E	Dubai	http://www.asaat.com
63	Bedeil General Trading LLC	20-Nov	U.A.E	Dubai	http://www.bedeil.com
64	Fanar Al Khaleej Trading	51-100	U.A.E	Sharjah	http://www.fanargroup.ae
65	HK Enterprises LLC	21-50	U.A.E	Dubai	http://www.hkfoodgroup.com
66	Mahfood Bagersh Trading Co LLC	10-Jan	U.A.E	Dubai	
67	Mecca Cola World FZCO	51-100	U.A.E	Dubai	http://www.mecca-cola.com
68	SK Allied International LLC	20-Nov	U.A.E	Dubai	http://www.allied-group.biz
69	Wonder Chain Trading	10-Jan	U.A.E	Dubai	
70	Abu Dhabi National Foodstuff Co	251-500	U.A.E	Abu Dhabi	http://www.foodcouae.com
71	Al Aqili Distribution LLC	251-500	U.A.E	Dubai	http://www.aad.com
72	Al Kazim Group of Companies	501-1000	U.A.E	Dubai	http://www.alkazimgroup.com
73	Arabian American Technology Co (ARAMTEC)	101-250	U.A.E	Dubai	http://www.aramtec.com
74	Bees Kingdom Est	20-Nov	U.A.E	Abu Dhabi	
75	Business Finance International LLC	20-Nov	U.A.E	Dubai	http://www.bfiglobal.com
76	Emikren General Trading LLC	21-50	U.A.E	Dubai	http://www.emikrengroup.com
77	Emirates Honey	10-Jan	U.A.E	Dubai	
78	Federal Foods LLC	251-500	U.A.E	Dubai	http://www.federalfoods.com
79	Fine Foods LLC	21-50	U.A.E	Dubai	http://www.finefoodsuae.com
80	Food Specialities Ltd	21-50	U.A.E	Jebel Ali	http://www.foodspecialities.com
81	Greenhouse Impex LLC	51-100	U.A.E	Sharjah	
82	Hassani Food Industries	501-1000	U.A.E	Dubai	http://www.hassanigroup.com
83	Interface Commercial Information Services	10-Jan	U.A.E	Dubai	http://www.e-interfaceglobal.com
84	JM Foods	51-100	U.A.E	Dubai	http://www.jmfoodstuff.com
85	Lifco Group of Companies	251-500	U.A.E	Sharjah	http://www.lifco.com
86	Oasis Natioanl Foodstuff LLC	101-250	U.A.E	Abu Dhabi	http://www.foodco-uae.com
87	T Choithrams & Sons	1001-5000	U.A.E	Dubai	http://www.choithram.com
88	Truebell Marketing & Trading LLC	101-250	U.A.E	Sharjah	http://www.truebell.org
89	Zainal Mohebi Group of Cos	501-1000	U.A.E	Dubai	http://www.mohebi.com
90	4C Foods Corporation	101-250	USA	Brooklyn	http://www.4c.com
91	DM Shivtex, Inc.	10-Jan	USA	Irving	http://www.shivtex.com
92	IBS Commodities	10-Jan	USA	Newtonville	http://www.ibscommodities.com
93	International American Supermarkets	21-50	USA	Piscataway	http://www.iasusa.com

94	I-X Global Trade	10-Jan	USA	Roseville	http://www.ixglobaltrade.com
95	J.D. Honigberg International, Inc.	21-50	USA	Northbrook	http://www.jdhintl.com
96	LinkSpot Global Trade, LLC	10-Jan	USA	Stratford	http://www.linkspotonline.com
97	Pacific Harbor Trading	5001 and more	USA	Gig Harbor	http://www.pacificharbortrading.com
98	Qarver International	10-Jan	USA	Brooklyn	http://www.qarver.com
99	World Commodity Services	10-Jan	USA	Haddon	http://www.worldcommodityservices.com
100	Alfred L. Wolff, Inc.	10-Jan	USA	Park Ridge	http://www.alwolff.com
101	Miguel Valentino Inc.	10-Jan	USA	Chevy Chase	http://www.miguelvalentino.com
102	Sunland Trading, Inc.	10-Jan	USA	New Canaan	http://www.sunlandhoney.com

[Source: Kompass](#)

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Food and Agriculture Organization (FAO)

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<http://www.kompass.com>

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National Agriculture Research Centre (NARC)

Small and Medium Enterprises Development Authority (SMEDA) (Honey Cluster Profile, Tarnab, G.T Road Peshawar By: Hafizullah Khan, 2014)

Pakistan Revenue Automation (Pvt.) Ltd (PRAL)

Pakistan Beekeepers Association

All Pakistan Bee Keepers, Exporters, and Honey Traders Association

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http://www.e-law.bc.ca/art_corpstructure.html

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