

REPORT

CITRUS SHOW 2021

(28TH February, 2021)

Being the apex trade promotion body, Trade Development Authority of Pakistan,(TDAP) Ministry of Commerce in collaboration with Sargodha Chamber of Commerce and Industry (SCCI) organized “Citrus Show” at Aiwan e Sadr Islamabad on 28th February 2021.

Amongst other export oriented agrarian produce, Pakistan is producing a wide range of fruits among which Citrus and particularly Kinnow (mandarin) is leading among all fruits and constitutes almost 30 % share of the total fruit production of the country. The soil and climatic conditions in Pakistan have given the Kinnow a unique flavour which distinguishes it from other comparable mandarins grown in the world. Sargodha is the main citrus producing district with more than 98% production capacity. Pakistan’s Kinnow industry is worth around 150-175 million US Dollar, with an average yield of 2.5-3.0 Million Tons.

To showcase and emphasize upon one of the most prized produces of Pakistan, TDAP joined hands with SCCI to organize Citrus Show 2021 with the aim of introducing Pakistani Kinnow and its varieties to the Ambassadors and officers of Diplomatic corps. Furthermore, the event was carried out to provide an opportunity to Pakistani exporters and growers for networking with the existing and potential importers of Citrus in international market by developing the taste of the international community for the Pakistani Citrus varieties, specifically Kinnow.

Honourable President of Pakistan, Dr Arif Alvi graced the event thus elevating the profile of the event manifold. Guest list for the event was kept limited in lieu of Covid -19 SOPs. The event was attended by foreign dignitaries, cabinet members, parliamentarians, representatives of agriculture research institutes, representatives of think tanks, businessmen and public sector organizations.

The event was a huge success, with exporters from Sargodha region exhibiting various varieties of citrus including kinnow, musammi, grape fruit, red blood and shakri. The exhibition paved way for Pakistani citrus exporters to the world and helped in voicing the chambers 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 lauded the efforts of business man and public sector in the improving export figures. He also ensured maximum government support to the business community and suggested to hold more trade promotional events to market Pakistani products and explore potential markets. Federal Minister for National Food Security, Mr. Syed Fakhar Imam addressed the audience and shared significant information regarding role of MNFSR and current export statistics. Secretary Commerce, Muhammad Sualeh Ahmad Faruqi while expressing his views, informed the audience about the challenges faced by Government amidst Covid 19 pandemic and public-private bodies' efforts in enhancing trade activities. President Sargodha Chamber of Commerce and Industry, Malik Asif Ameer Awan, expressed his gratitude to Ministry of Commerce and Trade Development Authority of Pakistan, for supporting the Chamber in arranging the event successfully.

In the end gift packages of Kinnow were extended to all foreign Ambassadors as a token of gratitude.

Recommendations:

- Since Citrus 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 Citrus growers and exporters to plan and display Citrus Show on annual basis for marketing and promotional purpose.
- In past, only one product i.e Kinnow has been exhibited at such events, however showcasing the complete range of citrus products from all over the country could be more beneficial and the event could be elevated to the level of a national event.

Press Release:

The NEWS (1st March, 2021)

<https://www.thenews.com.pk/print/797216-value-addition-of-horticulture-produce-crucial-to-boosting-exports-president-alvi>

Event in Pictures:



His Excellency, President Islamic Republic of Pakistan, Dr Arif Alvi graced the event with his presence



Secretary Commerce, Muhammad Sualeh Ahmad Faruqui and President Sargodha Chamber of Commerce & Industry addressed the august gathering during the inaugural session.

GLIMPSES OF THE EVENT:





CITRUS on display



Citrus delicacies were also made for the visitors



Live juices for the Guests



President of Pakistan, Dr Alvi met all the exporters and appreciated their efforts



The event was attended by Diplomats with their families



Guests visiting the venue