**Post Webinar Press Release**

**“Mango Export to Far Eastern Markets: Process, Potential, Opportunities & Challenges” on January 12, 2021**

Trade Development Authority of Pakistan (TDAP) has organized a Webinar titled “Mango Export to Far Eastern Markets: Process, Potential, Opportunities & Challenges” on January 12, 2021. The following were the main speakers at the Webinar:-

* Mr. Tahir Habib Cheema, Trade & Investment Counsellor of Pakistan in Tokyo, Japan
* Mr. Muhammad Irfan, Trade & Investment Counsellor of Pakistan in Guangzhou, China
* Mr. Shafqat Ali Khan, Trade & Investment Counsellor of Pakistan in Kuala Lumpur, Malaysia
* Mr. Imran Razzak, Trade & Investment Counsellor of Pakistan in Seoul, South Korea
* Mr. Mahmood Akhtar Mahmood, Acting Consul General of Pakistan in Chengdu, China

The Webinar was well-attended by leading Mango Growers & Exporters from across the country. In opening remarks, Mr. Hasnain Haider, Product Officer for Mango at TDAP, observed that there is great potential for Mango export to Far Eastern destinations which remains largely untapped due to supply-side constraints and stringent import regimes.

While speaking on the specifics of the Japanese market, Mr. Tahir Habib Cheema, explained that standardization of fruit products is the most desirable factor in Japan and is key in attaining both value and consumer loyalty. He informed the audience that despite obstacles in international trade presented by Covid19, Pakistan’s Mango export to Japan registered an unprecedented high of $950,000 in 2020. He also spoke about further necessary measures to enhance Mango export to Japan vis-à-vis the Japanese import regime and relevant trade dynamics.

Mr. Muhammad Irfan informed the audience that much like Japan, China is also a highly quality conscious market. He presented a detailed snapshot of the Chinese market, which is itself a mango producer, and highlighted the strengths, weaknesses, opportunities and threats inherent in Mango export from Pakistan to China. He stated that the Pakistani Mango, despite superior taste and aroma, needs to be price competitive in the Chinese market and opening of Xinjiang land route for trade can have great benefits for Mango export from Pakistan.

Mr. Shafqat Ali Khan spoke at length about the nature of the Malaysian market for mangoes. He explained the strengths and weaknesses of Pakistani mango varieties as compared to major competitors like Thailand and India. He presented the various aspects of Malaysian import regime for Mangoes in great detail, and highlighted measures being adopted or which need to be adopted to increase the Pakistani Mango’s market share, which is currently 0.65% of the Malaysian market.

Mr. Imran Razzak stated that despite having a stringent import regime, South Korea is an attractive market in terms of fresh, frozen and dried mango. However, there have been no imports from Pakistan in the past two years due to a number of reasons: high tariffs and freight costs, no PIA operation and lack of branding. He dilated upon the Korean import regime and highlighted the crucial role of the Department of Plant Protection in this regard.

Mr. Mahmood Akhtar Mahmood stressed the need for product diversification and value addition in Pakistan’s mango export to China, given the great demand for mango pulp and other derivatives. He stated that China is a huge market with year-round availability of Mango, both indigenous and imported. Therefore, it is imperative that all varieties of Pakistan’s Mango are presented in promotional campaigns across all regions of China.

At the end of the session, a Q&A session was held. Leading exporters and growers recognized high air-freight costs as a singularly critical impediment in mango exports to premium markets. They also requested assistance from TDAP and Pakistan’s missions abroad in enhancing B2B interaction between Pakistani exporters and foreign buyers. The Webinar concluded with a vote of thanks.