

Press Release

TDAP organized virtual awareness session on ‘Dates Markets of Sweden and Denmark’

Trade Development Authority of Pakistan Sukkur office, in collaboration with Pakistan Commercial Section Stockholm Sweden organized a virtual awareness session on ‘Dates Markets of Sweden and Denmark’ on 28th October, 2022 through zoom video link. The session was attended by progressive exporters, processors, traders and growers of Dates along with the representatives of top Dates Processing Units from overall Pakistan. H.E Mr. Zahoor Ahmed, Ambassador of Pakistan for Sweden and Finland stressed on strengthening the collaboration between both the sides to explore marketing opportunities for Pakistani Dates. Mr. Ghulam Mustafa, Trade and Investment Counsellor, Stockholm presented a comprehensive presentation and provided essential guidance to Pakistan Dates stakeholders regarding the Dates Markets of Sweden and Denmark and he also put more emphasis on the value added products of Dates in Pakistan. On the invitation of the TIC Stockholm, two leading Dates Importers of Sweden joined the session and highlighted the important features of import markets of Sweden and Denmark and potential opportunities for Pakistani exporters. The webinar came to its end with a question and answer session in which speakers provided detailed answers to the questions raised by growers and exporters of dates of Pakistan. At the end of the session, the Dates stakeholders of Pakistan thanked to TDAP and Pakistan Commercial Section Stockholm for the organization of such an informative awareness session.

