

Press Release

TDAP organized virtual awareness session on ‘Dates Market of Germany’

A two hours long virtual awareness session on ‘Dates Market of Germany’ was organized by TDAP and Pakistan Commercial Section, Frankfurt, Germany on 31st October, 2022 through zoom video link. The objectives of the session were to provide essential guidelines to Pakistan stakeholders about the dynamics of the Dates Market of Germany and create awareness on import procedures and other requirements for importing Dates to Germany. Ms. Amna Naeem, Trade and Investment Counsellor, Frankfurt delivered a presentation on the Dates Market of Germany, as it is among the major import destinations of the Pakistani Dates. Also, Mr. Matthias, Honorary Council of Pakistan, Dusseldorf, Germany shared the information regarding the Food Market of Germany. Mr. Sagar Mahmood Khan, Head of Quality Assurance Compliance Center at METRO AG, Dusseldorf, Germany gave a detailed and comprehensive presentation on European Dates Markets, it covered almost all the segments and way forward for Pakistani dates varieties. Mir Mohsin Bullo, Product Officer Dates, TDAP highlighted important features of Pakistani Dates including investment opportunities in the Dates sector of Pakistan. At the end of the session, speakers provided detailed answers to the questions raised by the audience of the webinar. Pakistan Dates stakeholders were happy with arrangements of such an informative webinar by the TDAP and Commercial Section, Frankfurt.

