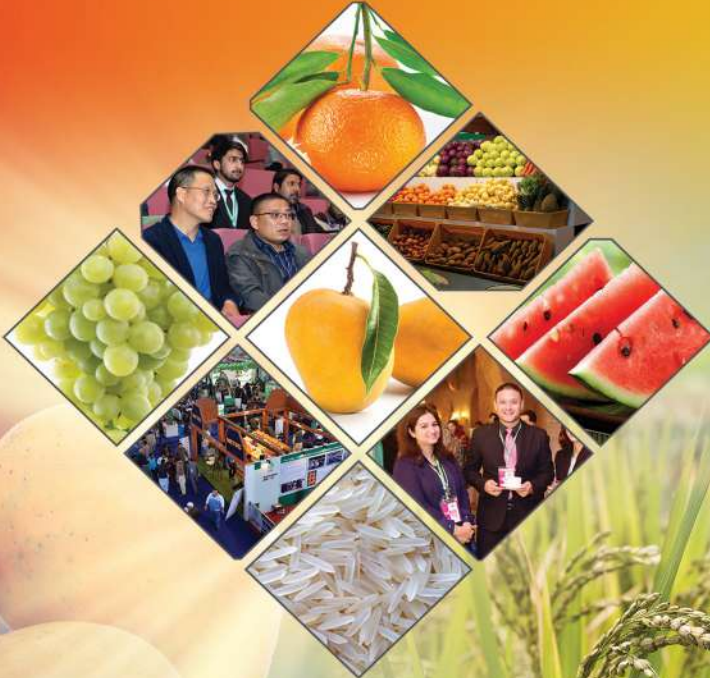




PUNJAB  
**AGRI EXPO**  
2018



**23<sup>rd</sup> & 24<sup>th</sup> June 2018**

**Venue: Expo Centre, Johar Town, Lahore.**

The Department of Agriculture,  
Government of Punjab, cordially invites you to participate  
in the biggest Agri Expo of the year!

**BOOK YOUR STALL NOW!**

For booking &  
other information  
please contact:

**Establishment of Model Farms Project**  
21 - Davis Road, Lahore, Pakistan.  
Call: 042 99205071-72, 36292771  
Email: [info@punjabagriexpo.com](mailto:info@punjabagriexpo.com)





PUNJAB  
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EXPO CENTRE LAHORE



Agriculture  
Department



Government  
of Punjab



## Agriculture in Pakistan

**To give agricultural growth a boost, a shift must be made from concentrating on the country's food security to focusing on the farmers' income security.**

Our nation has recorded impressive achievements in agriculture during three decades since the inception of green revolution in late sixties. Albeit, an overtly ambitious target, if we need to boost agricultural growth a shift from food security of the nation to income security of the farmers is imperative.

Presently, Pakistan agriculture is witnessing a phase of diversification. During recent years, much awareness has been generated on shifting to high-yielding varieties (HYV) of crops from conventional crops. This has enabled a successful transition in Pakistan agriculture from its stagnation to a growth path.

- Agriculture continues to be the backbone of Pakistan economy
- Agriculture sector employs 54.6% of the total workforce
- Favorable agro-climatic zones are available
- Huge irrigated lands do exist
- There's an abundant supply of skilled, educated, technical and scientific workforce suitable for this field
- Pakistan is also in the top ten producers of wheat, rice and sugar
- Pakistan is home to 5% of the world fruit production of fruits like mango and citrus
- Agricultural product is the 4th largest exported principal commodity with a share of 10% of total exports of the country
- Agriculture start-ups are a fast growing sector, unleashing umpteen opportunities and strengthening the supply chain in Pakistan's agricultural scenario

# Punjab Agri Expo June 2018

Punjab Agri Expo is an effort to set fertile grounds for fruitful collaborations and business ventures with national and international players in agriculture industry. Various sectors that are highlighted in the expo are growers, processors, exporters, machinery

manufacturers, support services providers, financial institutions and allied stakeholders of horticulture industry. This expo provides a unique opportunity to local and international exhibitors to market their products in Pakistan and develop linkages.



## ONE PLATFORM...COUNTLESS OPPORTUNITIES

Punjab Agri Expo June 2018 is your opportunity to share the centre stage with Pakistan's leading growers and companies in the agriculture industry, who will be showing their experiences, innovations and current developments here.

- Punjab Agri Expo is the most important trade show in Pakistan on agricultural produce and associated industries with visitor numbers reaching an approx. figure of 40,000.
- The show is supported by Department of Agriculture, Govt. of Punjab, thereby providing an opportunity for participants to interact with the nation's policy makers, other dignitaries & delegates.
- Live Demos on latest trends in agri-automation to experience the power of mechanized agriculture first hand !!!
- Punjab Agri Expo enjoys a leading position as a forum to develop partnerships, alliances and new investments in the agricultural machinery industry
- with agro-mechanization majors, business farmers, contractors and dealers from all over the world.
- A never before opportunity for growers to showcase their strengths & specialties to a diversified audience and make presentations & demonstrations of their products and services.
- An international conference deliberating on a wide range of topics.
- Improve your business know how, imbibe the world's latest and biggest trends in your business & expand your horizons.



# Opportunities for Exhibitors/Participants

- Opportunity to showcase Agriculture products/services in a secure and peaceful environment to a large target audience and get a competitive edge.
- Increase exports through fruitful B2B and B2C interactions with prospective national and international businesses.
- Perfect platform for foreign entrepreneurs/companies to get first- hand information about Investment in Pakistani Agriculture sector.
- A platform to represent Pakistan with a plentitude of opportunities



## Opportunities for Sponsors/Partners

- An opportunity to reach a large and captive audience
- Strengthen corporate image and enhance market presence through visibility at a premier event
- Publicity & promotional opportunities
- It is an opportunity to acquire foreign trade links.

## Event Components

- An International Exhibition
- International Conference
- Progressive Farmers' delegations
- Buyer-Seller Meet
- Live Demonstrations
- B2B, B2G & B2C Meetings

## Target Groups



Importers  
Exporters  
Growers  
Wholesalers  
Distributors  
Retailers  
Input Suppliers  
Associations  
Financial Institutions



## Future

Agriculture and allied food processing sectors in Pakistan are expected to generate better momentum in the forthcoming years due to increased investments in infrastructures viz. irrigation facilities, warehousing and cold Storage.

## Products

Crops: Wheat, Rice, Sugarcane, Maize, Cotton, etc.  
Fresh fruit and vegetables  
Flowers / plants  
Fresh cut and convenience items  
Exotic products  
Organic produce  
Dried fruit/nuts/vegetables/flowers  
Processed fruits/vegetables  
(value added products)  
Herbs and spices  
Packaging material  
Transport/logistics  
Farm machinery  
Processing machinery  
Seeds/planting material  
Fertilizers/pesticides/insecticides/etc  
Irrigation systems  
Storage/recycling  
Quality control  
Marketing/market research  
Consultancy  
Technical services  
Cultivation systems



## Growth

Factors such as reduced transaction costs and time, improved port gate management and better fiscal incentives would contribute to all these sectors' growth.





## January Expo Glimpses

Pakistan Horti Expo held on 13<sup>th</sup>/14<sup>th</sup> Jan 2018 established grounds to transform Punjab into a melting pot for worldwide businesses dealing with fresh and processed fruits & vegetables. Expo presented itself as the ultimate promotional opportunity for growers, processors and exporters who participated in the Expo to develop national and international linkages.

In a secure and peaceful environment this Expo provided a golden opportunity to audiences from all over the country and attracted foreign participation as well.

## Main Highlights

**100+** National and International exhibitors  
(Growers, Processors & Exporters)

**3000** Average sales queries  
generated per stall

**20,000** 2 days' visitors  
attendance



Foreign exhibitors presented  
an excellent opportunity to  
develop foreign trade links

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