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PAKISTAN
HORTI
EXPO 2020

22nd & 23rd January
Expo Centre, Johar Town - Lahore

One Platform
Countless Opportunities
Pakistan is the world’s 6th most populous country having total population of 207.8 million, with a population growing rate of 2.4% annually. Agriculture sector is the mainstay of the economy and a primary source of livelihood making it the engine of its economy basis on its contribution made in GDP growth: 19.5%, total workforce employed: 42.3%, constitutes total exports revenue: 75% and its growth getting momentum: +3.56% growth rate in 2017-18.

Following are some salient features of agriculture in Pakistan:

- Favorable agro-climatic zones
- Huge irrigated land exists
- There’s an abundant supply of skilled, educated, technical, and scientific workforce
- Pakistan is home to 5% of the world fruit production particularly for mango and citrus.
- Agricultural startups are a fast growing sector, unleashing umpteen opportunities and strengthening the supply chain in Pakistan’s agricultural scenario.
Punjab is considered to be the most populous province of Pakistan with a total population of 110 million, with annual growth rate of 2.13% annually. Punjab’s agriculture sector, that had a production share of more than 50 percent in all major crops showed growth of 4.2% in the same period and growth trend is positive.

Punjab is considered to be the food basket basis on its total share of 67% in total national production of 10.7 million tons and in agro-based export which is 60%. It contributes 64% of the national fruit production, with citrus and mango being the two main contributors in Punjab’s total fruit production, followed by guavas, olives, grapes, strawberries, peanuts and dates are some other mentionable fruits grown in Punjab with a potential to increase its production and profitability for the farmers through better post-harvest techniques and marketing interventions.

Punjab’s share in national vegetable production is 63% with a wide range of vegetables grown across the province for local consumption and some are also being exported. Punjab enjoys a monopoly in potato production by producing 3.83 million tons and claiming 96% share in the total national production.

Punjab’s share in floriculture is 96% as compared to other provinces. Rose is the major flower crop with several others including gladiolus, lilium, tuberose, marigold, gerbera and jasmine etc.

The agriculture sector continued to show improved performance and recorded the highest growth in last 13 years on account of government’s supportive policies. The government is focusing on supporting small and marginalized farmers and promote small scale innovative technologies to promote growth in this sector.

Furthermore, Government is making investments in new seeds, farming technology and techniques, mechanization and the water infrastructure which will ensure high return and generate employment in rural areas reducing rural poverty. Government has a mission to develop a science-based, vibrant and internationally linked agriculture sector that not only meet the food security challenges but also competes in domestic as well as in international markets.
Pakistan Horti Expo 2020 is a unique avenue in Pakistan with countless opportunities for the international community to take part in this exhibition to showcase their products & services to potential end customers and B2B organizations.

Various Sectors that are highlighted in the expo are growers, processors, exporters, machinery manufactures, support services providers, financial institutions and allied stakeholders of horticulture industry.

It is the leading industry trade event, bringing together the highest-volume buyers from the industry connecting them with companies that offer an array of products.

Pakistan Horti Expo 2020: This exclusive event would help to strengthen trade relations among domestic & international agriculture industry players. Input suppliers i.e. Agriculture (Machinery & Equipment), Seeds, Fertilizers, Pesticides, Irrigation Equipment, and value addition industry along with boosting agriculture sector.

Pakistan Horti Expo 2020 is the most significant trade show in Pakistan on agricultural produce and associated industries with visitor numbers reaching an approximate 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 and delegates.

Unique exhibition enabling more than 5,000 progressive farmers to participate from all over Punjab.

Establishment of Model Farms Project is an initiative of Agriculture Department, Government of Punjab with an objective to promote Pakistan’s agriculture domestically and internationally.

The project intends to improve horticulture supply / value chains by introducing innovative technologies and establishing marketing linkages for sustainable growth.

Pakistan Horti Expo 2020 is your opportunity to share the centre stage with Pakistan’s leading growers and companies in the agriculture industry, who will be showcasing their products, innovations and current developments.

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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.

An opportunity to reach a large and captive audience.

Strengthen corporate image and enhance market presence through visibility at a premier event.

Publicity and promotional opportunities.

It is an opportunity to acquire foreign trade links.

**OPPORTUNITIES FOR EXHIBITORS / PARTICIPANTS:**

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**BE WHERE THE BUSINESSES PROSPER:**

**INTERNATIONAL VISITORS:**

- Importers
- Exporters
- Growers
- Wholesalers
- Distributors
- Retailers
- Input suppliers
- Associations
- Financial institutions
- Fresh fruit and vegetables
- Flowers/plants
- Fresh cut and convenience items
- Exotic products
- Organic produce
- Dried Fruits/vegetables (value added products)
- Herbs and spices
- Packaging material
- Transport/logistics
- Farm machinery
- Processed fruits/vegetables
- Fertilizers/pesticides
- Irrigation systems
- Storage/recycling
- Quality control
- Marketing/research
- Consultancy
- Technical services
- Cultivation system

**INTERNATIONAL PARTNERS:**

- Shandong Shifeng (Group) Co., Ltd.
- Qingdao PAIFC Hardware Co., Ltd.
- Qingdao Watan Biotech Group Co., Ltd.
- Qingdao Honghao Agricultural Machinery Co., Ltd.
- Shandong Pangda Condiment & Food Co
- Pt. Pumama Raya
- Cn. Bitanrind Jaya Mandiri
- Cx. Kuatndo Utame
- Pt. Yuasafood Beriah Malmur
- Pt. Arata Araya Asa
- Qing Dao Haite Hair Product Processing Factory
- Qingdao HiNuit Import and Export Co., Ltd.
- Heran Penghembong Bond Trade Co., Ltd.
- Beijing Sangreen International
- Insolex company
- Pt. Farsta Food
- Adam-Alhyars Traders
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**PRODUCTS:**

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FUTURE:

HIGHLIGHTS OF PAKISTAN HORTI EXPO 2019:

Pakistan Horti Expo 2019 proved to be one-stop shop for the horticulture industry regarding all respects in Pakistan and around the globe.

150 national and international exhibitors
6000 progressive farmers from across the country
4000 sales queries generated
15000 two days visitors

LAHORE “THE HEART OF PAKISTAN”:

Lahore is the second largest city of Pakistan and the provincial capital of the Punjab. Historically, it is said to be about 2000 years old. Lahore came to fame with Islam in South Asia, Known as the Gardens of the Mughals or City of Gardens, after the significant rich heritage of the Mughal Empire. The past blends flawlessly with the present in Lahore and gives rise to an aura peculiar to the city making it the cultural capital or the Heart of Pakistan.

LAHORE MAJOR ATTRACTIONS:

- The Shalimar Garden was built by the great Mughal emperor Shah Jahan. Construction began in 1641 A.D. and was completed in a year.
- The Lahore Museum, situated on the Mall, was established in 1895, and was for a while curated by Rudyard Kipling’s father. The museum contains a fine selection of paintings
- Walled City of Lahore which is also called “Andron-e-Shehr” in local language which means Inner City was fortified by a city wall during Mughal Period.
- Tomb of Mughal Emperor Jahangir (1569 - 1627) is one of the masterpieces of the Mughal Architecture. Mausoleum is located at Shahdara, Lahore in the “Dilkusha Garden”, situated on the North-West bank.

Life in Lahore:

- Lahore is a very festive city; the people of Lahore celebrate many traditions throughout the year, blending Mughal, western and current trends. Lahore has a large Muslim population; Eid ul-Fitr and Eid ul-Adha are main religious celebrated events, people decorate their houses and light candles to light up the streets and houses roads and businesses are lit up for days during these public holidays.
- Lahoris are known for their love of food and eating. While Lahore has a great many traditional and modern restaurants.
- There are several places in Lahore famous for its food trends, but recently constructed food street in the historical location of Lahore (Gawalmandi, Anarkali, and Badshahi) has attracted many tourists around the world. Numerous latest trends cafes with the touch of old, traditional and historical are being opened.

The history, institutions, food, clothing, films, music, fashion and a liberal community lifestyle attracts many from all over the country. Lahore is a very festive city; the people of Lahore celebrate many traditions throughout the year, blending Mughal, western and current trends. Lahore has a large Muslim population; Eid ul-Fitr and Eid ul-Adha are main religious celebrated events, people decorate their houses and light candles to light up the streets and houses roads and businesses are lit up for days during these public holidays.

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- The Shish Mahal (Palace of Mirrors) was built for the empress and her court and installed with screens to conceal them from prying eyes.
- Great Badshahi Mosque (Royal Mosque) was built in 1673 by the great Mughal Emperor Aurangzeb Alamgir who ruled India from 1658 to 1707 AD.

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