

FYI: Food x Pakistan

Your Sourcing Destination for Fresh Produce



In brief

Pakistan furnishes a rich source of opportunities for Singapore in the areas of food sourcing. The country has a wide range of agro-climatic conditions, allowing it to produce a wide variety of tropical and sub-tropical fruits, and vegetables. Mangoes, oranges, apples, onions, tomatoes, carrots, and watermelons are among the major fruits and vegetables produced in Pakistan. Other fruits include cherries, peaches, pears, apricots, lychees, papayas and pomegranates. In dried fruits, Pakistan produces dates and prides itself on its almonds, pine nuts and walnuts.

This FYI Brief distills the best of the conversations held in the FYI Episode of 17 June 2021 with the following distinguished speakers:

H.E Rukhsana Afzaal,
High Commissioner of Pakistan to Singapore

H.E Shamsheer Zaman,
Ambassador of Singapore to Jordan; Vice Chairman, SBF South Asia Business Group

Mr Asim Tauqueer,
Director, Trade Development Authority of Pakistan

Ms Maryam Mumtaz,
Assistant Director, Trade Development Authority of Pakistan

Mr Fawad Zafar,
Marketing Representative, All Pakistan Fruits and Vegetables Exporters, Importers, and Merchants Association (PFVA)



For more information or assistance, do not hesitate to connect with **Ms Stella Ng** at stella.ng@sbf.org.sg or +65 6827 6842



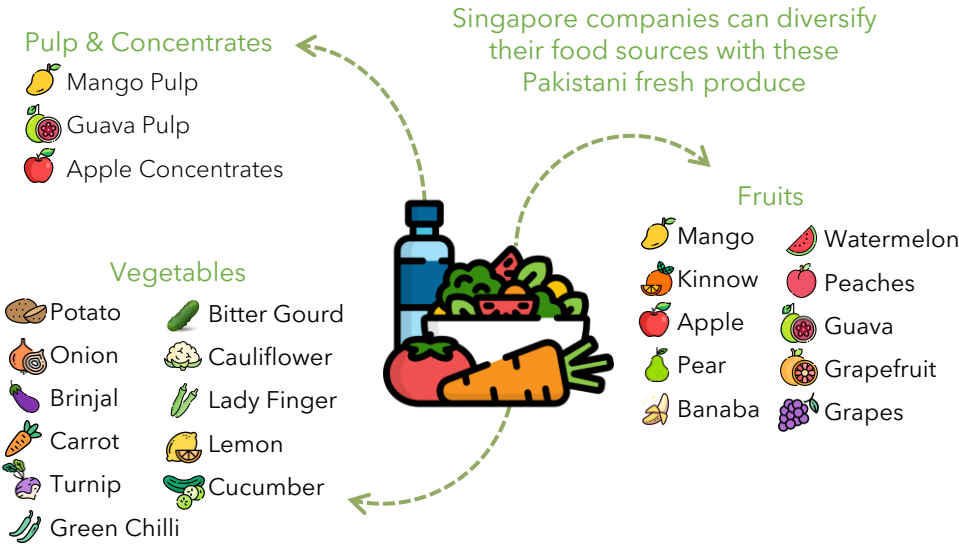
FYIstival is SBF's digital space for virtual engagements that lead to real business.

FYIstival-goers can network digitally with instant messaging and live industry group chats, find new opportunities with tailored business matching, and now, with this portable FYI Episode Brief, learn at leisure while exploring new possibilities with FYIstival-goers from abroad.

FYIstival: The South Asia Edition runs from March to July 2021, at: www.fyistival.com/southasia

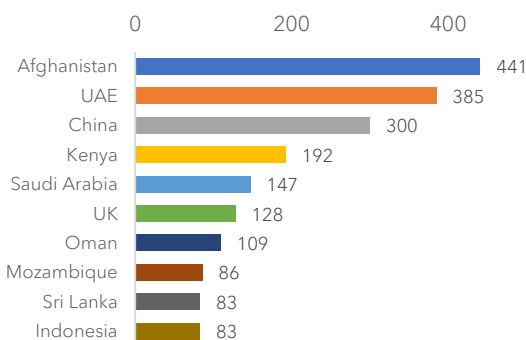
Kindly sponsored by

Principal Partners



Despite the pandemic, Pakistan's exports of fruits and vegetables (F&V) witnessed a modest jump of **12.5%** during fiscal year 2019-20, fetching **US\$730 million** in forex earnings, an attestation to demand for the country's produce.

Pakistan's F&V Exports by country in US\$ Millions (2019)



Pakistan's F&V export to Singapore was only **US\$8.2 million** in 2019, while Singapore's F&V import from the world was **US\$1.24 billion**. Standing at only 1.4% of Singapore's total F&V import, there is definitely more room for Singapore companies to import Pakistan's fresh produce for domestic consumption or for re-export!