

PAKISTAN HORTI EXPO 2020

**22nd & 23rd
JANUARY**
ONE PLATFORM
COUNTLESS OPPORTUNITIES



EXPO CENTRE, JOHAR TOWN - LAHORE



Pakistani Agriculture Market Potential



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Agriculture Sector in Pakistan

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.

In pursuit of these objectives, the project under the supervision of the Agriculture Department, Government of Punjab, is organizing '**Pakistan Horti. Expo 2020**' on **January 22 & 23, 2019 at Expo Centre, Lahore, Pakistan**. This exclusive event would help to strengthen trade relations among domestic & international agriculture and livestock industry players: Input suppliers i.e. Agriculture and Horticulture Technology (Machinery & Equipments), Seeds, Fertilizers, Pesticides, Irrigation Equipment, Poultry, Feeds & Vaccines, etc. and value addition industry along with boosting agriculture sector.

Pakistan Horti. Expo 2020 is a unique avenue in Pakistan with countless opportunities for the int'l community to take part in this exhibition to showcase their products & services to potential end customers and B2B organizations. As It is expected that the exhibition shall be visited by 15,000 visitors including 5,000 farmers (Based upon the participants' data of Pakistan Horti. Expo. 2019).

Pakistan is 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% and its growth getting momentum: +3.56% growth rate in 2017-18. 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.

In Pakistan, agriculture sector consist of four subsectors: namely livestock, crop, forestry and fishing livestock subsector comprising of poultry, meat, and dairy is taking major portion with contribution of 11.10% of GDP, then crops subsector getting due attention with a contribution of 4.45% of GDP followed by forestry and fishing though not so big but still quite reasonable share in bringing the foreign exchange to country. Whereas the crops subsector is divided into two areas: cash crops and grain crops. Cash crops include: cotton, wheat, sugarcane, maize and potato) and Grain crops include: gram, rapeseed, mustard seed and barley etc. Moreover horticulture sector's contribution is also considered to be vital. Pakistan is primarily an import based economy and major exporting countries are USA, EU and China. In agriculture

sector, key imports belong to seeds, agrochemicals & fertilizers, machinery & implants, animal & poultry feeds, milking machines and last but not the least life-saving vaccines & medicines in livestock.

Exports from Pakistan are dependent upon agriculture and agro based value added products contributing to 70% of the total exports: from crops subsector is superseded by cotton and cotton based value added products which are having 1.0% share of GDP of the total exports from our country while standing at 4th in world ranking. Sugarcane sector's contribution can also not be ignored with a contribution of 0.7% to GDP and a global ranking of 5th position.

Sector-wise Market Potential

Today farming is more scientific than our forefathers' era due to variability in weathers, market conditions, pest infestation, quality consciousness, yield pressures and finally due to variety of inputs & machinery options available; which are revolutionizing the crop patterns and sowing mechanisms in Pakistan. An era of precision agriculture has dawned in, popping up huge market potential for all stakeholders. In this respect all sub-sectors and related industries are showing the same positive growth momentum. A picture of a few is given as under:

Seeds:

The country has a rich biodiversity and key players have realized this reality which has escalated demand to around 1.92 million tons annually. Major contribution is made by wheat seeds: 1.08 million tons 50 thousand tons cotton seeds, 42.5 thousand tons rice seeds, 11.9 thousand tons of oil crops seeds. Since hybrid cotton, rice and corn varieties are being cultivated in more than 90 percent of the respective belts across Pakistan. While fruit seeds including watermelon, melon, strawberries, tomato, capsicum, cucumber, and even coriander are also being imported in huge quantities. In total 58.3 thousand tons are being imported and import demand is gradually increasing day by day.

Pesticides:

Since ages, chemicals manufacturing for crop protection has been blessing for all farmers' fraternity as without them having healthy crops with high yields would have been a dream. In Pakistan crop protection chemicals market was valued at around USD 946.86 million in 2018 and expected to reach USD 1401 million by 2022 with. Pakistani market is totally import based and import value crossed around USD 150 million USD in 2017 as we don't have local Technical manufacturing facility but a good no. of local formulations facilities so our prime dependence is upon Chinese crop protection industry.

Fertilizers:

Fertilizer consumption in Pakistan has increased threefold during the past 20 years. In 2018, cumulative sales of urea increased 45% to 3.2 million tons and DAP increased 6% to 834,000 tons. Whereas more than 60% of the demand was fulfilled by imports and substitution fertilizers like Urea Phosphate, Ammonium Sulphate and NPK. Major share in exports was made by USA, EU & China.



Pakistani farmers have grown dependent on chemical fertilizers to boost output, but that dependency has taken its toll on the land and has increased risks to public health. To curb the overuse of chemicals in agriculture, bio-fertilizers are an alternative. With growing public awareness and health consciousness huge growth in this sector has been witnessed.

Machinery & Implements:

According to industry sources, the total size of the agricultural machinery sector is approximately \$1.3 billion, consisting of a combination of tractors, harvesters, and other small-scale agricultural machinery. In terms of market share, there are five countries that supply more than 70 percent of the total imported agricultural machinery and equipment. These include the United States, China, Japan, Italy and Germany – with U.S. market share around 30 percent. Demand is many-fold to achieve food security targets of Vision 2025. In year 2018 imports for agricultural machinery was 124.23 USD and CAGR of 23% is expected in coming years. While bearing in mind the same mechanization; EMFP has also initiated development of supply chain infrastructure and disbursement of machinery of worth 1 million USD.

Livestock:

Livestock sector contributes 59 percent of agriculture's production and 12 percent of country's overall GDP. In 2018 the sector earned foreign exchequer of \$ 105 million through export of meat. Exports are comprised of many products including hides, bones and bone products, live animals, wool and poultry. 9 thousand dairy cows have been imported in fiscal year 2018 which helped in adding 61 million ton of milk to commercial system and increasing demand to many folds for machinery and vaccines for this sector. This sectors is also witnessing momentous growth.

  PAKISTAN HORTI-EXPO 22-23 JAN, 2020 Nomination Form		Attach Photo
Please e-mail completed nomination form to: info@emfp.org saqib@emfp.org.pk		
Please attach complete Company Profile with this form		
Date of application:		
Personal Information		
Company Name		
Representative Name (as per Passport)		
Designation		
E-mail ID		Cell / Mobile No:
Complete		Passport No: (copy attach)
Address:		Passport Country/ Citizenship:
Website Address		Passport issue date:
WhatsApp Contact:		Passport expiry date:

Business Information	
Nature of Business	
Annual Turnover / Sales US\$	
Annual Imports (US\$)	
Product of Interest in Horti Expo	
Trade Profile	(Separately attach)

Kindly tick the appropriate box and provide the supplementary details:

- ☐ Trade with Pakistan
☐ Major trade but not trading with Pakistan
☐ Not involved in trade but looking forward to start one
☐ Representative of Chamber / Association & Trade Promotion Organization
☐ Representative of Government Department

In Fruit & Vegetable; major importer but not importing from Pakistan:

Source Country of importer	Products imported

Imports from Pakistan

Name of Product(s) already being imported from Pakistan	Quantity imported during last three years

Not involved in imports but looking forward to invest in export-oriented industry in Pakistan

Products of Interest

Representative of Chamber / Association & Facilitators for trade:

Name of Chamber / Association

Representative of Government Department

Kindly tick the appropriate box and provide rationale for recommendation

<input type="checkbox"/> Project (EMFP) to provide economy class air travel and accommodation	
<input type="checkbox"/> Self-Payment for Accommodation (EMFP to provide economy class air travel and facilitate in room reservation)	
<input type="checkbox"/> Self-Payment for Air Travel (EMFP to provide accommodation only)	
<input type="checkbox"/> Guest to make all arrangements and expenses him/herself and EMFP to provide any of the following facilitation: Airport pick-up Transport from hotel to Expo Hotel reservations	

Interpreter required (please specify language) _____

Travel Plan (Air-Ticket Economy Class)		
Date	Traveling from	Traveling to
20/21-January-2020		Lahore, Pakistan

City Name, Country Name

Signature with Date: _____



Emails for Correspondence: saqib@emfp.org.pk | info@emfp.org.pk
www.punjabagriexpo.com | www.emfp.org.pk | facebook.com/emfp.org.pk

PAKISTAN HORTI-EXPO 2020			
Application for Exhibitor			
Please e-mail completed signed scanned application form to the following email addresses			
Date of application:	Please read carefully before you sign this application and complete all section for further smooht processing. Emails for Correspondance: saqib@emfp.org.pk, info@emfp.org.pk		
Personal Information			
Company Name:			
Name:			
Designation:			
E-mail:		Mobile No:	
Complete		CNIC No:	
Address:		Business Phone :	
Emergency Contact:		Website:	
Whatsapp Contact:		Others:	

Product display during exhibition	
	Product Name
1.	
2.	
3.	
4.	
5.	
6.	
7.	

Stall Size:	36Sqm		18Sqm		9Sqm	
Stall No:						
Sponsorship	Diamond		Super Gold		Gold	
Number of Stalls						

Kindly attach following documents with this application

1. Complete Company Profile / Product Detail

Emails for Correspondance: saqib@emfp.org.pk | info@emfp.org.pk
www.punjabagriexpo.com | www.emfp.org.pk | facebook.com/emfp.org.pk

Agreement with "Establishment of Model Farms Project"

TERMS & CONDITIONS

I CERTIFY THAT ALL ANSWERS GIVEN BY ME ARE TRUE, ACCURATE AND COMPLETE; I UNDERSTAND THAT THE FALSIFICATION, MISREPRESENTATION OR OMISSION OF FACT ON THIS APPLICATION (OR ANY OTHER ACCOMPANYING OR REQUIRED DOCUMENTS) WILL BE CAUSE FOR DENIAL OF PARTICIPATION REGARDLESS OF WHEN OR HOW DISCOVERED.

It is the policy of the company to afford equal opportunity to all exhibitors and applicants for participation in exhibition. I have read and understood the conditions of participation or exhibit in this Exhibition.

I. Registration for the participation in the exhibition

1. In order to participate in an exhibition, the Exhibitor establishes a contract relationship with the EMFP (Project) on the basis of the written Application Form provided by the EMFP (Project) which has to be confirmed by the EMFP (Project), or on the basis of an agreement between the Exhibitor and the EMFP (Project). Amended application forms will not be accepted by the EMFP (Project). Applications containing condition clauses will only be accepted upon the written consent of the EMFP (Project). Applications for services will only be accepted by the EMFP (Project) if the respective application form is completely filled in.

The EMFP (Project) will as far as possible consider the choice of an exhibitor regarding the location of an exhibition stand. The Organizer bears no responsibility for the exclusion of competition.

2. After the confirmation of the application the EMFP (Project) is entitled to change the location and the size of the exhibition area made available to the Exhibitor due to technical or organizational reasons. The EMFP (Project) has to inform the Exhibitor of such amendment in the adequate time period.

Prior to the confirmation the EMFP (Project) has the right:

- 1) to reject the participation;
- 2) to reduce the size of an exhibition area for which the Exhibitor made an application or to change an exhibition area;
- 3) to reject the placement of an exhibit which do not confirm with the subject of the Exhibition;
- 4) to exclude any firm (entity) from the list of participants in the case of cooperative exhibition.

The EMFP (Project) and the Exhibitor agree to exchange documents through mail, facsimile and electronic mail in process of prearrangement and during the Exhibition. The originals of the documents have to be submitted after these had been communicated via facsimile or electronic mail.

II. Service fees, payment conditions

1. The payment for the participation will be performed on the basis of the invoices issued by the EMFP (Project) in accordance with the sum and the terms specified in the invoice. The payment has to be performed in the fixed time and will be performed by means of transfer of the required sum to the bank account of the EMFP (Project). Bills will not be accepted. The right to use the exhibition stand is only guaranteed if all set payment terms were met. Noncompliance by the Exhibitor with the set terms gives the EMFP (Project) the right to dissolve the agreement with the Exhibitor.

2. If the Exhibitor does not comply with the set terms of payment, the EMFP (Project) has the right to place the exhibits on another exhibition stand than the one booked by the Exhibitor or to exclude the Exhibitor from the participation in an Exhibition. The procedure of payment on the basis of agreements regarding participation in an Exhibition is stipulated in the respective agreement between the Exhibitor and the EMFP (Project).

III. Withdrawal from the participation in an Exhibition

Unilateral withdrawal of the Exhibitor from the participation in an Exhibition, as well as unilateral reduction of the exhibition area through the Exhibitor will not be accepted after the Exhibitor has received the confirmation from the EMFP (Project). The Exhibitor who wishes to withdraw from the participation in an Exhibition is obliged to send his respective proposal to the EMFP (Project). The parties decide upon this proposal in accordance with the agreement between them.

IV. Cancellation or postponement of an exhibition

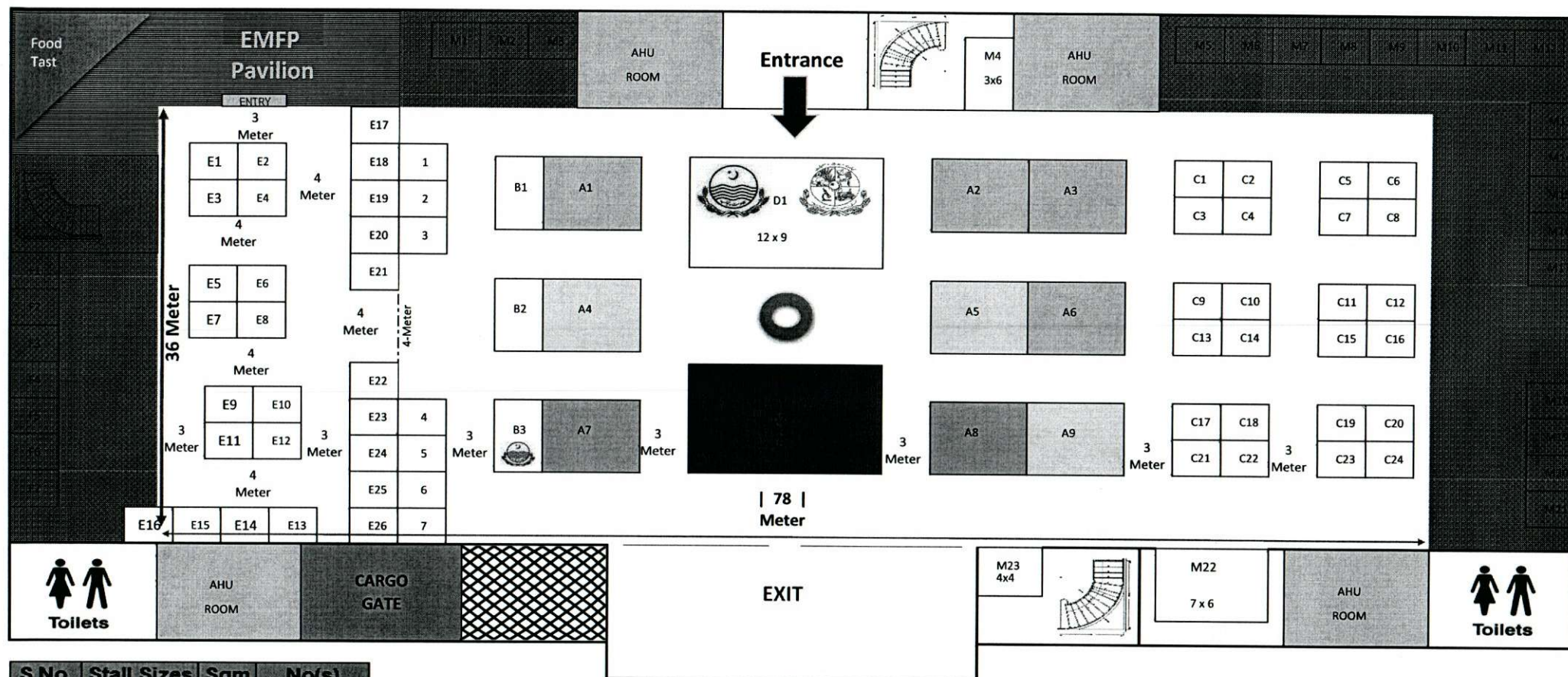
The EMFP (Project) will inform the Exhibitors if an exhibition is cancelled or the terms of an Exhibition are changed. In such case the obligations of the EMFP (Project) will be postponed for an adequate period of time or will cease to exist. The EMFP (Project) has the right to retain the costs paid by the Exhibitor which were spent on the organization of the Exhibition at the moment of its cancellation. The Exhibitor is not entitled to claim compensation for his losses in connection with the cancellation or postponement of an Exhibition.

Signed & Stamp:

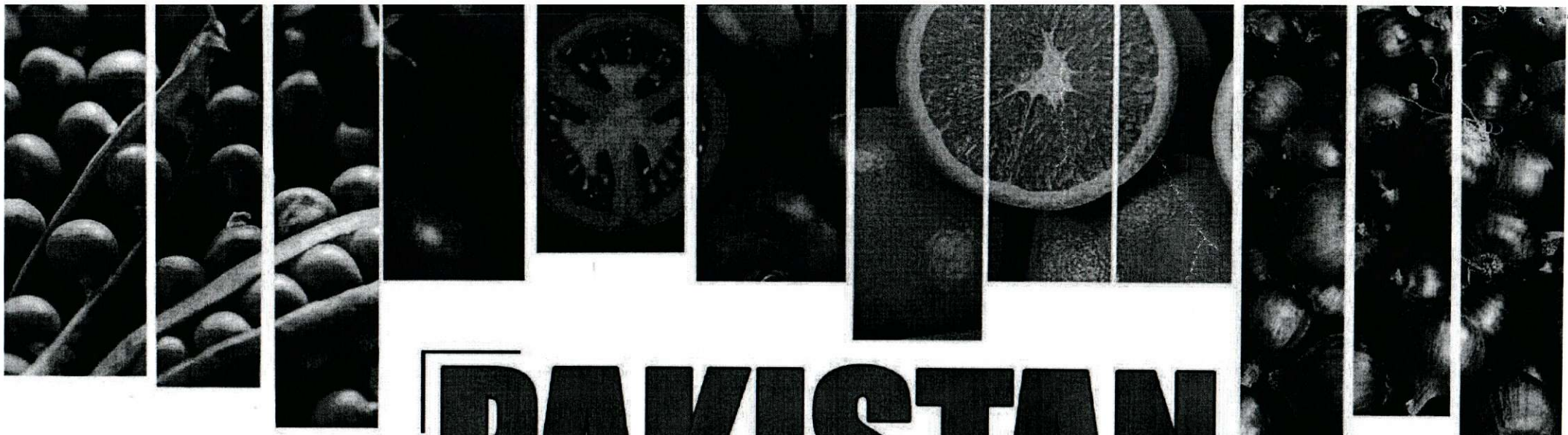
Date:

FLOOR PLAN

3rd Edition



S No.	Stall Sizes	Sqm	No(s)
Commercial			
1	12 x 9	108	2
2	6 x 6	36	9
3	6 x 3	18	3
4	3 x 3	9	51
5	7 x 6	42	1
6	3 x 6	18	1
7	4 x 4	16	1
EMFP Pavilion			
1	3 x 3	9	33



**Pakistan
Horti
Expo
2020**



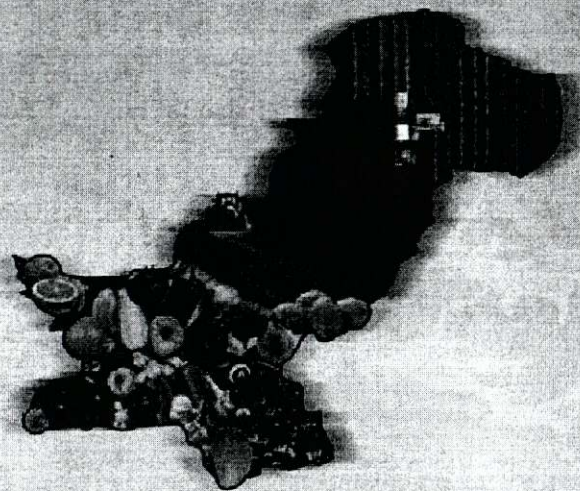
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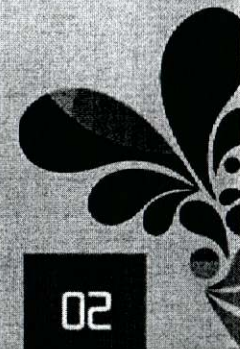


A series of eight vertical black and white photographs showing various fruits and vegetables, including tomatoes, lemons, and cucumbers, arranged in a row.



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.





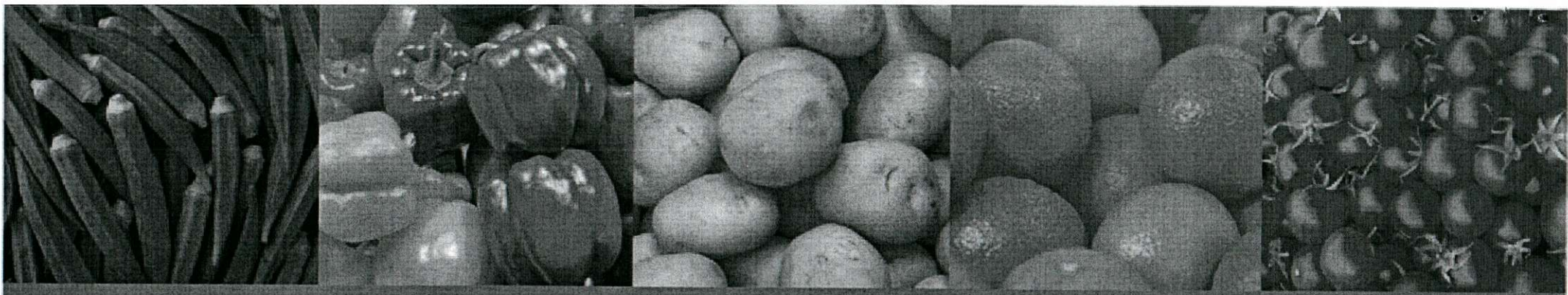
Potential of Horticulture Sector in Punjab:

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.

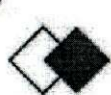
Punjab's share in floriculture is 96% as compared to other provinces. Rose is the major flower crop with several others including gladiolus, liliun, tuberose, marigold, gerbera and jasmine etc.



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.

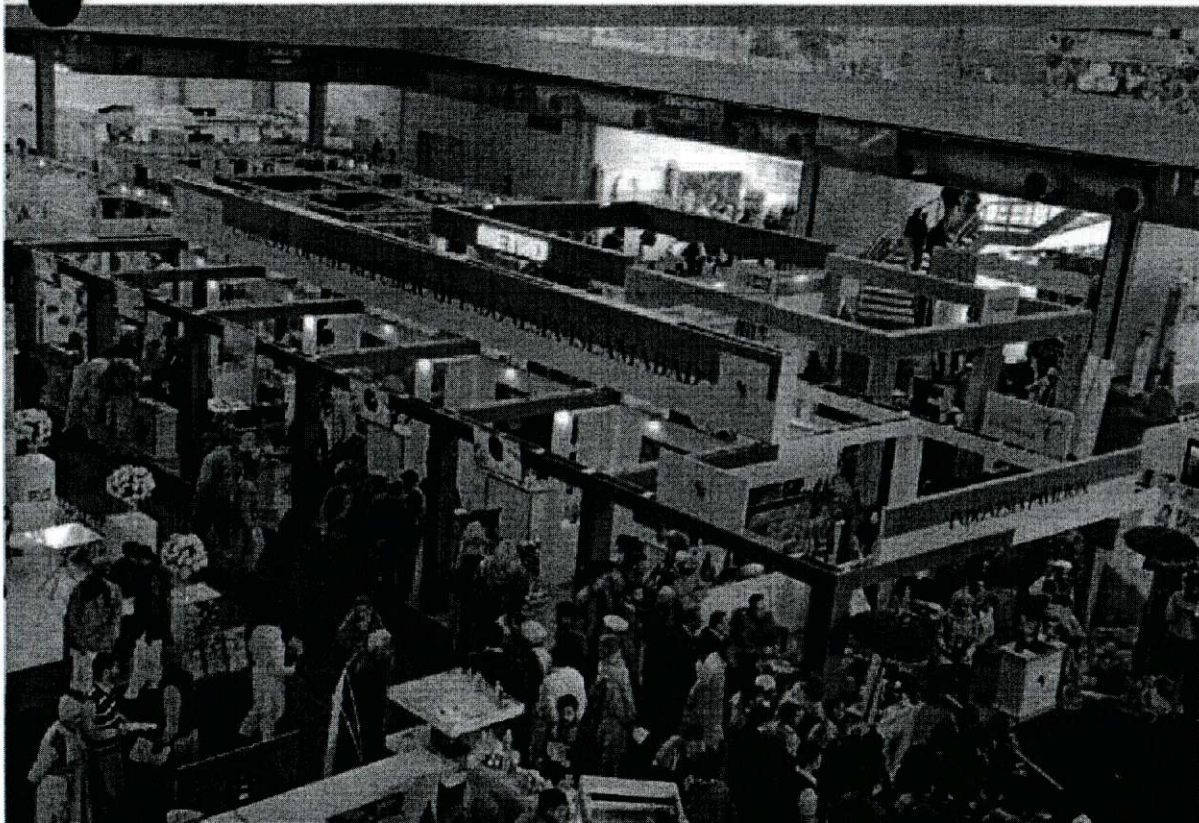
Furthermore, Government is making investments in new seeds, farming technology and techniques, mechanization and the water infrastructure which will ensure high return and generate employment in rural areas reducing rural poverty. Government has a mission to develop a science-based, vibrant and internationally linked agriculture sector that not only meet the food security challenges but also competes in domestic as well as in international markets.





EMFP:

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As it is expected that the exhibition shall be visited by 15,000 visitors including 5,000 farmers (Based upon the participants' data of Pakistan Horti. Expo. 2019).

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 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.

ONE PLATFORM ... COUNTLESS OPPORTUNITIES:

- ◆ 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 15,000.



- ◆ 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.



◆ 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.

◆ 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 and promotional opportunities.
- ◆ It is an opportunity to acquire foreign trade links.

◆ BE WHERE THE BUSINESSES PROSPER:

Exhibitors:

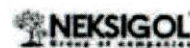
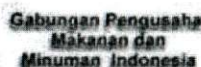


INTERNATIONAL PARTNERS:

CHINA AND INDONESIA:

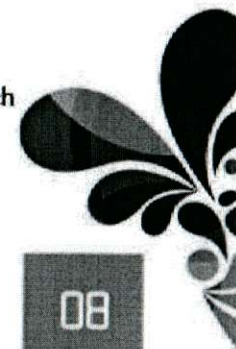
- Shandong Shifeng (Group) Co., Ltd.
- Qingdao PAFIC Hardware Co., Ltd.
- Qingdao Seawin Biotech Group Co., Ltd
- Qingdao Hongzhu Agricultural Machinery Co., Ltd
- Shandong Pangda Condiment & Food Co
- Pt. Purnama Raya
- CV. Blitarindo Jaya Mandiri
- CV. Kuzindo Utama
- Pt. Yuasafood Berkah Makmur
- Pt. Arafa Arinaya Asia
- Qing Dao Hisite Hair Product Processing Factory
- Qingdao Hitrust Import and Export Co., Ltd.
- Henan Pengcheng Bond Trade Co., Ltd.
(could not find logo)
- Beijing Sangreen International
- Irasulph company
- Pt. Farista Food
- Adam/khybers Traders
- Sahid & Food
- Shinwari International Co.
- Matoosons

INTERNATIONAL VISITORS:



TARGET GROUPS: PRODUCTS:

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



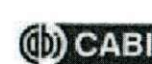


FUTURE:

Agriculture and allied food processing sectors in Pakistan are expected to generate better momentum in the forthcoming years due to increase in investments in human resource development and infrastructures viz. irrigation facilities, warehousing and cold storage.



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
- ◆ 4000+ sales queries generated
- ◆ 6000+ progressive farmers from across the country
- ◆ 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.

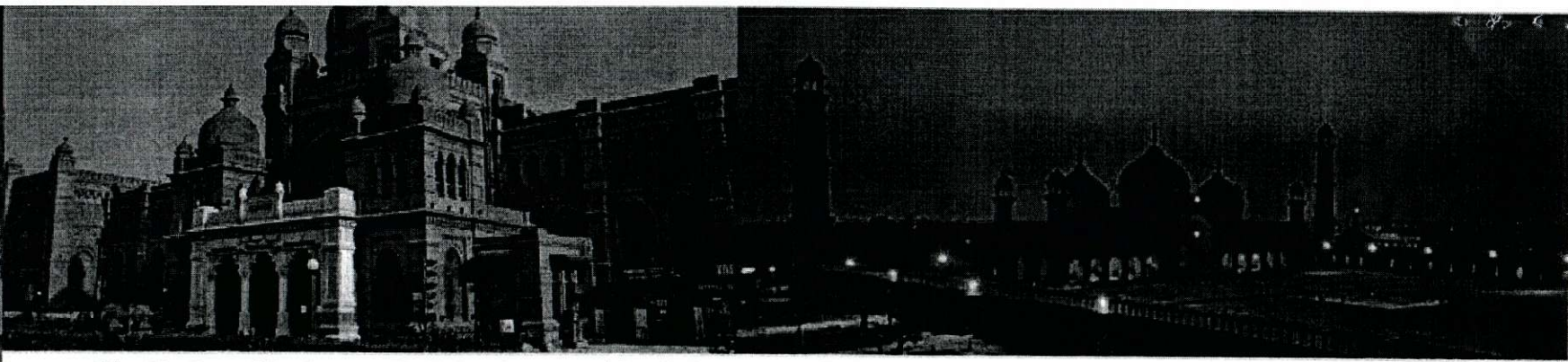
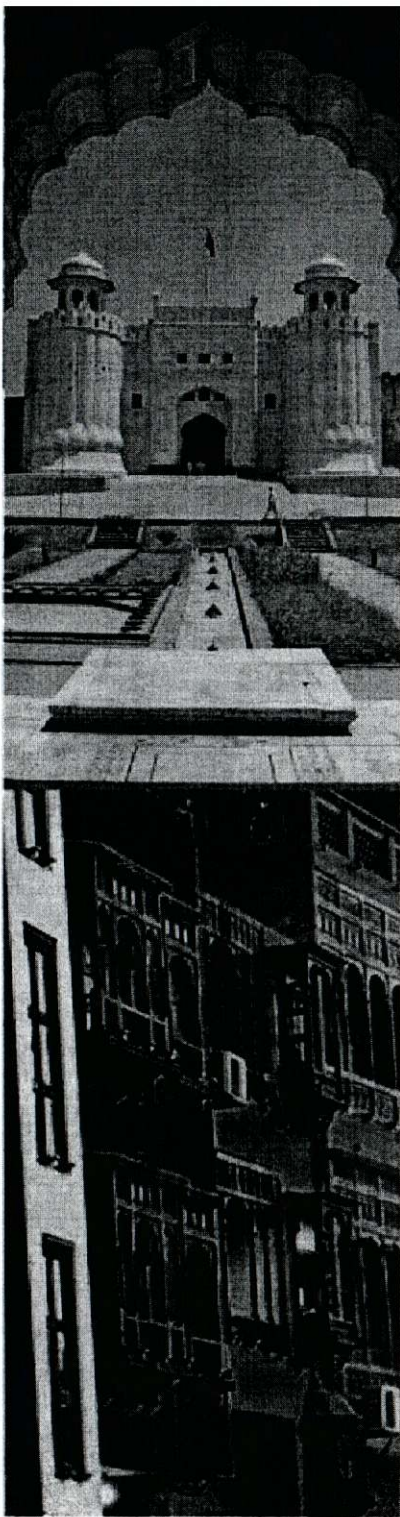
The past blends flawlessly with the present in Lahore and gives rise to an aura peculiar to the city making it the cultural capital or the Heart of Pakistan.



LAHORE MAJOR ATTRACTIONS:

- ◆ The 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.



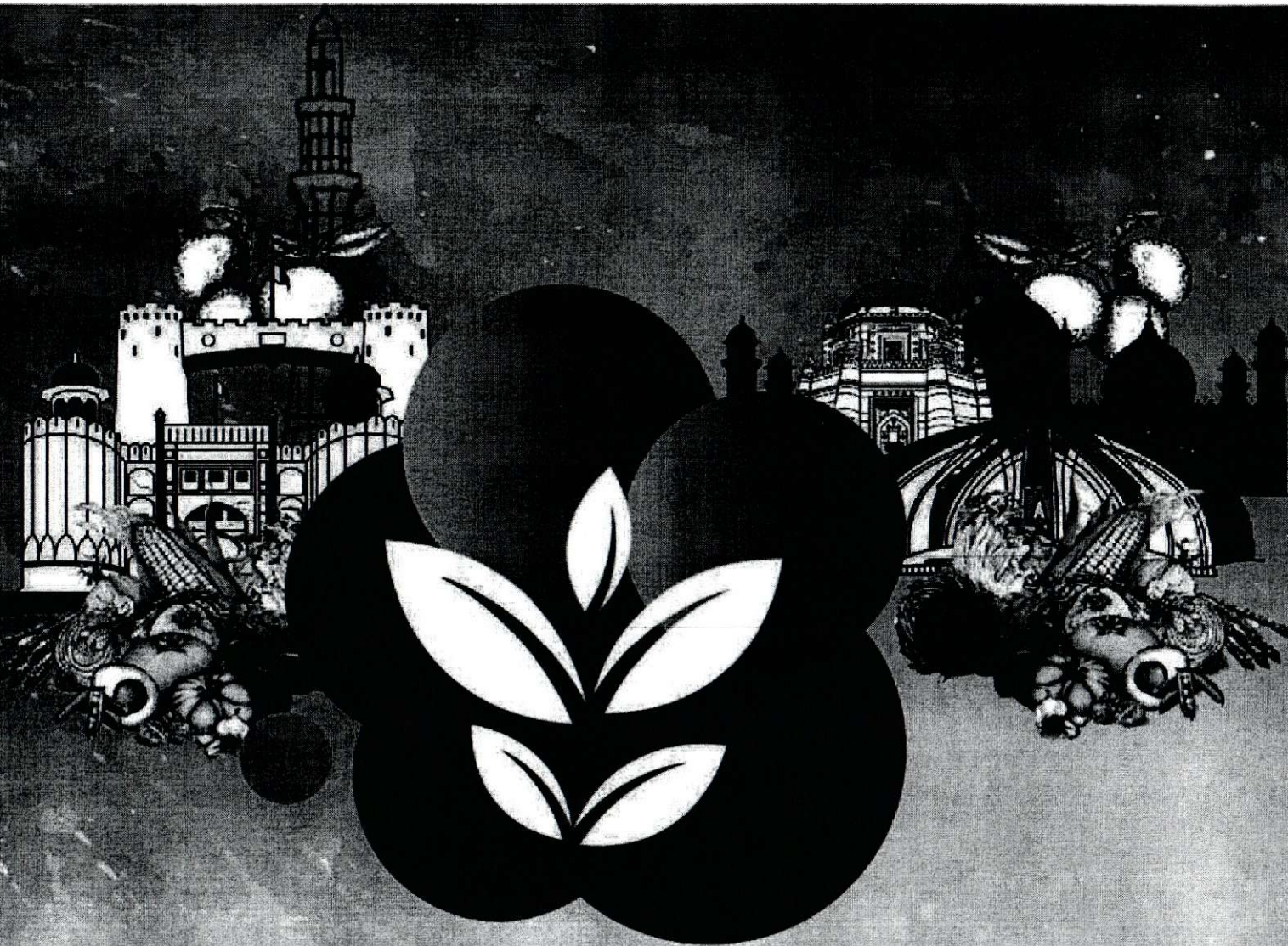


- ◆ The Shalimar Garden was built by the great Mughal emperor Shah Jahan. Construction began in 1641 A.D. and was completed in a year.
- ◆ The Lahore Museum, situated on the Mall, was established in 1895, and was for a while curated by Rudyard Kipling's father. The museum contains a fine selection of 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:

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. Life is beautiful on the street here in Lahore food street, centre of traditional Pakistani food. 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 (Gawalandi, 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. One of Lahore's unique café restaurants is "Coocoo's Den", located in the old city just behind the Badshahi Mosque gives a mix flavor of old and new time. M M Alam road in Gulberg have , dozens of high-class culinary outlets, ranging from Western franchises to traditional, ethnic, or theme restaurants, attracts all classes of Lahore's citizens.





Book Space Today

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