



Trade mission to Pakistan | 3-7 March 2019

Did you know that Pakistan is the fifth country in the world in terms of population size and that the middle class is larger than in the United Kingdom and Italy combined? Do you have the products, the technology and/or the knowledge to raise the agricultural production in Pakistan to a higher level? Join this trade mission to the dynamic province of Punjab.

In collaboration with the Dutch Embassy in Islamabad the NEC organizes this mission, commissioned by the Netherlands Enterprise Agency (RVO.nl) and in collaboration with Sprout Economics and VetEffect. The mission is focussed on two promising sectors:

- 1) Agriculture and horticulture** (knowledge, seeds, seedlings, technology, cooling, storage and postharvest) especially of potatoes, onions, vegetables and citrus.
- 2) Dairy** (knowledge and equipment)

The mission

The Pakistani market offers many opportunities for Dutch companies in the agro sector, throughout the entire value chain. Pakistan has a young population that spends a lot of money on food: 40% of the disposable income. Agriculture is an important sector in the country, however, the productivity is low and much of the harvest is lost due to poor infrastructure and storage. Also water is an issue. Knowledge and equipment for water efficiency is needed. Next to this processing equipment is needed, which Dutch are famous about in Pakistan. The sale of packaged food rises on average by 15% per year. Pakistan is the second largest dairy producing country in the world.

Because of these opportunities for the Netherlands, the embassy, in collaboration with RVO and NEC, organizes this mission to the Pakistani province of Punjab, where most of the agricultural activities take place. The aim of this mission is to promote Dutch expertise and involvement in sustainable intensive food production/processing and in the dairy sector in Punjab. Recently a market report has been published that endorses the opportunities in the agriculture and horticultural sector. The report can be requested at sabrina@nec.nl

Participation in the mission offers you a good opportunity to establish business contacts and to set up or expand your network in Pakistan.

For travel advice we refer to the website:

<https://www.nederlandwereldwijd.nl/reizen/reisadviezen/pakistan>. Lahore, the capital of the Punjab, has the designation 'beware, safety risks' - just like Indonesia or the United Arab Emirates.

Background

Potato & Onion sector in Pakistan

Potato production in Pakistan has grown enormously in the last 25 years. The harvested productivity almost doubled from 11 to 21 tons per hectare and the acreage more than doubled in that period. In Pakistan, 83% of the potato production takes place in Punjab, the second largest province in Pakistan. In addition, the cultivation of potatoes has expanded considerably in other regions recently. Pakistan is one of the largest onion producing countries with a total production of 1.74 million tons in 2015.

Production has more than doubled in the last 25 years, however, the yield is still very low. Furthermore, vegetable seeds with higher yield, disease resistance and customer preference are desirable in Pakistan. We can say that there is a great need for good seed and seed potatoes, improved cultivation techniques, machines, storage facilities, cooling and processing equipment. There are also many opportunities for knowledge institutions. Most of the agricultural activities take place in Punjab.



Dairy

With 38 billion liters a year, Pakistan is the third largest milk producing country in the world. Currently, less than 10 percent of the tradable milk consumed in Pakistan is processed and prepacked. As the milk production is not performing to optimum effect yet, the demand for safe milk rises. Mainly due to lack of knowledge and equipment. Opportunities in the dairy sector in Pakistan will increase due to the growing middle class, demand of higher quality milk and an increase of urbanization. Moreover, there is a great demand of Dutch; cows and semen to improve the quality of the local livestock; milking machines; transport materials and silage. FrieslandCampina, with Engro Food Limited in Pakistan, which is the second largest dairy company in Pakistan (51%), focuses on those chances.

Program

3rd March	Arrival in Lahore – Welcome diner
4 – 7th March	<ul style="list-style-type: none">- Kick-off meeting;- Meeting with Governmental organisations, sector organisations, associations, knowledge institutions;- Seminar 'Innovative solutions in agriculture from the Netherlands' (possibility to present your company) followed by a netwerkreception;- Various fieldvisits (farmers, distributors, universities, etc.);- B2B matchmaking.
7/8th March	Retour to the Netherlands or individual other destination(s)

Costs

The costs are only € 500,- excl. VAT per organization (maximum of 2 persons per organization).

Included: Local transport is included, as well as lunch and some dinners

Excluded: Accommodation, travel and other individual costs at own expense

Participants

The maximum number of participants for this trade mission is 15. Deadline for application is **31th of January 2019**. You can apply via the [application form](#).

More information

Do you have questions in regards to the trade mission to Pakistan? Please do not hesitate to contact [Joost van Dam](#) or [Sabrina Pauwels](#) of the NEC +31 33-4330131.

