



Agriculture Department



Government of Punjab



**22<sup>nd</sup> &  
23<sup>rd</sup>  
JUNE  
2019**



**EXPO CENTER, JOHAR TOWN - LAHORE**



# AGRICULTURE IN PAKISTAN

Pakistan's agriculture sector plays a central role in the economy as it contributes 18.9 percent to GDP, absorbs 42.3 percent of labour force and constitutes 75% of total exports revenue. 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.

- During 2017-18, agriculture sector recorded a remarkable growth of 3.81 percent.
- Livestock having share of 58.92 percent in agriculture and 11.11 percent in GDP, recorded a growth of 3.76 percent.
- Poultry sector is one of the most vibrant segments of livestock sector in Pakistan. This sector provides employment (direct /in-direct) to over 1.5 million people and contributes 1.4 percent in GDP.
- 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 fast growing sector, unleashing umpteen opportunities and strengthening the supply chain in Pakistan's agricultural scenario.

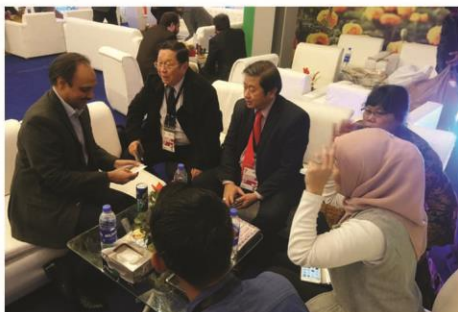
## PUNJAB AGRI EXPO 2019

Punjab Agri Expo 2019 is continuing 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 agriculture industry. The grand expo provides a unique opportunity to local and international exhibitors to market their products in Pakistan and develop linkages.

Punjab Agri Expo 2019 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



- Punjab Agri Expo 2019 is the most significant trade show in Pakistan on agricultural produce and associated industries with visitors number reaching an approximate figure of 15,000.
- The Expo 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 Pakistan's 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 linkages.





## TARGET GROUPS

- Growers
- Importers
- Exporters
- Wholesalers
- Distributors
- Retailers
- Input suppliers
- Associations
- Financial institutions



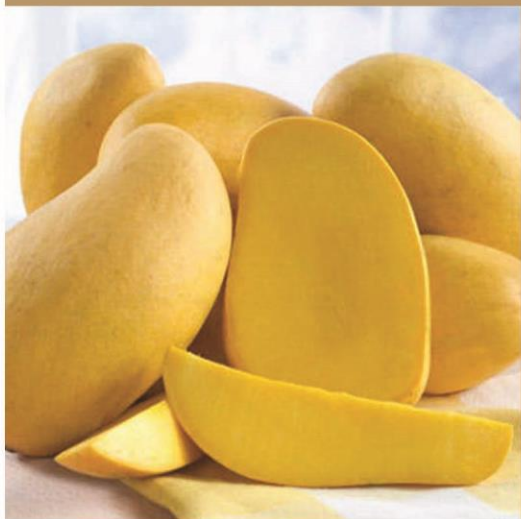
## EVENT COMPONENTS

- An international exhibition
- Progressive farmers' participation
- Buyer-Seller meet
- Live demonstrations
- B2B, B2G and B2C meetings



## PRODUCTS

- Livestock and dairy
- Meat and meat products
- Organic produce
- Dried fruits / nuts / vegetables / flowers
- Processed fruits / vegetables (value added products)
- Herbs and spices
- Packaging material



## PRODUCTS

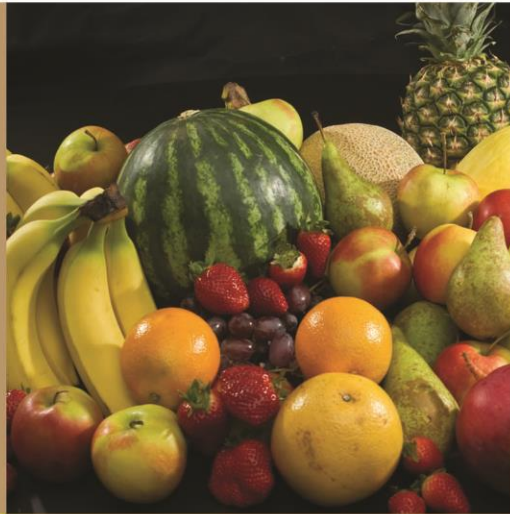
- Wheat, rice, sugarcane, maize, cotton, etc
- Fresh fruit and vegetables
- Flowers / plants
- Fresh cut and convenience items
- Exotic products





## PRODUCTS

- Transport / logistics
- Farm machinery
- Processing machinery
- Machinery for dairy and livestock
- Poultry
- Poultry related industry



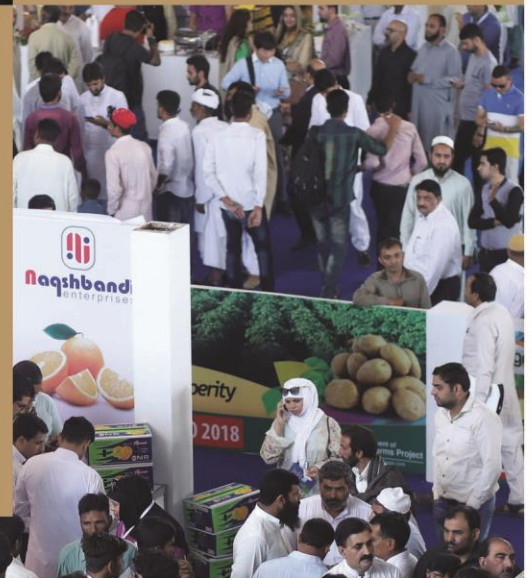
## FUTURE

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



## PRODUCTS

- Quality control
- Marketing / market research
- Consultancy
- Technical services
- Cultivation system



## PRODUCTS

- Animal feed
- Veterinary medicine
- Seeds / planting material
- Fertilizers / pesticides / insecticides
- Irrigation systems
- Storage / recycling







## HIGHLIGHTS OF PUNJAB AGRI EXPO 2018

- 100+ national and international exhibitors
- 6000+ progressive farmers
- 4000+ sales queries generated
- 15000+ visitors







# EXPLORE BUSINESS OPPORTUNITIES

## BOOK STALL TODAY

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