

PUNJAB BOARD OF INVESTMENT & TRADE



No. PBIT/HE-1/1-2018/(1)

Dated: December 22, 2017

To,
The Commercial Counsellor,
The Embassy of the Islamic Republic of Pakistan, Seoul .

SUBJECT: INTERNATIONAL HORTICULTURE EXPO TO BE HELD ON JANUARY 13-14, 2018 AT EXPO CENTRE, LAHORE.

Dear Sir,

Agriculture Department, Government of the Punjab is organizing an International Expo on Horticulture to be held on January 13-14, 2018 at Expo Centre, Lahore in collaboration with Punjab Board of Investment & Trade, Trade Development Authority of Pakistan (TDAP) and All Pakistan Fruit & Vegetable Exporters, Importers and Merchants Association (PFVA). The event is set to bring together major national and international stakeholders for the development and export of Horticulture Products in Pakistan.

Pakistan Horti. Expo 2018 will focus on Horti. Fresh (Fresh fruits, vegetables and flowers), Horti. Tech. (Machinery, input supplies, technologies and services) and Horti. Value Addition (Value added products). Two separate conferences "Invest for Prosperity" scheduled to be held on January 13th and "Pak Horticulture: Strategies for Sustainable Production and Export" scheduled to be held on January 14th will also be held on the sidelines of the event.

All necessary arrangements have been made for facilitating B2B meetings and suitable match making for JVs. A Pavilion for the International Exhibitors has also been earmarked. We expect more than 350 leading exporters, importers, investors, entrepreneurs, chambers and international enterprises from all over the world to participate in the Expo.

Punjab Board of Investment and Trade (PBIT) would welcome receiving the esteemed Mission's recommendations for additional suitable companies willing to avail business opportunities in Punjab's Horticulture sector. Your kind support and assistance will guarantee success of this important event. Tentative brochure of the event is attached for your kind reference.

You are requested to kindly convey the details of interested companies at the following email addresses:

1. zarmeena.nayyer@pbit.gop.pk
2. aon.hasnain@pbit.gop.pk

Please accept the assurances of our highest consideration and esteem.

Best regards,

Suhail Saleem
Director (Projects)

C.C

H.E the Ambassador of Pakistan, the Embassy of the Islamic Republic of Pakistan, Seoul.