

[TIOs: PFVA holds orientation session to enhance exports](#)

[Recorder Report](#) Published January 17, 2024



Follow us

KARACHI: The All Pakistan Fruit & Vegetable Exporters, Importers, and Merchants Association (PFVA) conducted a comprehensive orientation session aimed at equipping 40 newly appointed Trade & Investment Officers (TIOs) to enhance fruit and vegetable exports.

These officers will be stationed in Pakistani Embassies, High Commissions, and Consulates across diverse countries worldwide.

The primary objective of the orientation meeting was to familiarize the TIOs with the specific challenges and opportunities within the fruit and vegetable export sector. The Patron-in-Chief PFVA, Waheed Ahmed, in his opening address, highlighted critical issues hindering the full realization of Pakistan's

export potential in fruits, vegetables, and value-added products. He emphasized the need for research and development, diverse varieties, improved quality, resolution of quarantine issues, and addressing short shelf life.

He underscored the pivotal role TIOs can play in advancing the export of fruits and vegetables by serving as vital links between domestic producers and international markets. Key areas of contribution highlighted included Market Research and Intelligence, where TIOs can identify promising new markets, taking into account factors such as demand, competition, import regulations, and consumer preferences.

The patron-in-chief further emphasized the role of TIOs in facilitating trade connections by building relationships with potential importers and distributors in target markets. This includes negotiating trade deals and promoting the high quality and safety standards of Pakistani fruits and vegetables.

Dr Muhammad Tariq Khan, Director (Technical) of the Department of Plant Protection (DPP), addressed the TIOs regarding quarantine-related issues and Sanitary and Phytosanitary (SPS) compliance. He stressed the importance of TIOs in linking DPP with National Plant Protection Organizations (NPPOs) in their respective countries of assignment, supporting DPP in quarantine SPS compliance matters, exploring new markets, and facilitating trade negotiation.

In his concluding address, Abdul Malik, Chairman PFVA, expressed gratitude to the TIOs and extended his best wishes for their success in their new assignments. He voiced expectations that the TIOs would play an effective role in enhancing exports within the promising sector of fruits and vegetables during their postings in various countries.

The PFVA looks forward to continue collaboration with the TIOs for the collective advancement of Pakistan's agricultural exports.

Copyright Business Recorder, 2024