



### “Message from the Patron-in-Chief

Dear Members,

It is an honor to serve as the Patron-in-Chief of the All Pakistan Fruit & Vegetable Exporters Association. Our association has played a crucial role in advancing Pakistan’s fruit and vegetable export sector.

I encourage all members to prioritize quality enhancement, innovation, and sustainability. Together, we can expand our global market share, improve export quality and competitiveness, build strategic partnerships with international buyers, support agricultural research and development, and promote Pakistan’s brand image worldwide.

I applaud the association's efforts in advocating for policy reforms, providing training and capacity building, and facilitating business connections. Research and development are the foundations of innovation and the establishment of best practices for the future. Let us choose to innovate and evolve our industry by collectively improving the quality of our systems, processes, infrastructure, and workforce.

I am confident that we can reach new heights and position Pakistan as a leading player in the global fruit and vegetable export market.

Thank you for your dedication and hard work.

Waheed Ahmed