



CIIE, Study Visit

PHDEC Delegation's Visit to China

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EXECUTIVE SUMMARY

This report accounts the activities of PHDEC’s Market Study Visit Delegation and its participation in the first ever China International Import Expo (CIIE), 2018. The report presents the details of PHDEC’s booth at CIIE, and allied visits and meetings of the delegates in Shanghai, Qingdao, Weifang, and Beijing. An interesting feedback from delegates is also part of this report. At the end few observations and recommendations are given.

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INTRODUCTION

▶ In May 2017, Chinese President Xi Jinping announced that China would host China International Import Expo (CIIE) from 2018 onwards and that the first session would be held in Shanghai from November 5 to 10, 2018 at the Belt and Road Forum for International Cooperation. The exhibition will focus on import of both goods & services, with Fruit & Vegetable marked as one of the sectors under trade in goods category. In the next five years, China is expected to import over 10 trillion USD goods and services, which means a historic opportunity for enterprises across the globe, including Pakistan, to expand their business in the market of China.

BACKGROUND OF PHDEC'S PARTICIPATION IN CIIE, 2018

▶ The China International Import Expo (CIIE) was the first ever national level event in China featuring the exhibitions of different countries and businesses. The event was co-hosted by the Ministry of Commerce of China and Shanghai Municipal Government. The event was supported by WTO, UNCTD, and UNIDO. According to China International Import Expo Bureau, visitors and entrepreneurs from 172 countries, regions, and international organizations participated in the event with more than

CHINA INTERNATIONAL IMPORT EXPO, 2018

- Pakistan was the Guest of Honor country at the Expo
- Exhibitors from more than 50 countries exhibited their products at the Expo.
- Visitors from more than 170 countries stepped in the Expo
- Around 1 million people of China visited the Expo arena.
- Business deals of more than 37 billion Yuan were finalized.
- Fruits and vegetable sector was the second largest sector of





3600 enterprises. The Bureau announced securing deals of US\$ 57.8 billion, where food and agriculture products was the second after smart manufacturing industry with US\$ 12.7 billion.

CHINA INTERNATIONAL IMPORT EXPO (CIIE), 2018

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PHDEC BOOTH



PHDEC developed a 3 x 6 m² booth at CIIE, with the theme of Pakistan being a strategic partner of China at CPEC. The whole booth has the green ambience



representing PHDEC's signature colour tone.

The names of delegate companies were prominently displayed on the booth wall. The Company hired the best possible services for

printing and setting up its booth. The booth located in Hall 7.2, which was meant for fresh food and beverage companies. PHDEC booth bear number B1 03&04 being a composite booth of 02 (3 x 3) stalls. The Booth was decorated as per requirements by the organisers. Different product brochures, PHDEC general brochure and brochures of other exhibitors were displayed at the booth. Being a composite stall, PHDEC facade was displayed twice on the booth. It added to the overall look of the booth.

THE INTERPRETORS

PHDEC hired the services of interpreters for the booth. In this regard PHDEC contacted different interpreter companies in China. M/s Global Tone Communications were selected being the lowest bidder for providing services of escort interpreters. Being a professional team, the interpreters studied the PHDEC brochure and other product flyers to equip themselves with the information about PHDEC. The





team helped the exhibitors in communicating potential buyers and introducing PHDEC to the visitors. Interpreters arranged the tasting of dates to the visitors.

THE EXHIBITORS

PHDEC shared the details of the event with all stakeholders through including members of All Pakistan Fruits and Vegetable Association. PHDEC invited expressions of interest (EOIs) from all stakeholders. In response to PHDEC's email, 10 companies responded for participation in PHDEC's study visit delegation. After due scrutiny of the profiles submitted by these companies PHDEC selected 08 companies for constituting a balanced delegation representing all important facets of the horticulture sector. The following companies participated with PHDEC as delegates/exhibitors;

- M/S ANCHOR FRUIT
- M/S FAUJI FRESH & FREEZE
- M/S HORTI GROUP
- M/S IMTIAZ ENTERPRISES
- M/S K,P INTERNATIONAL
- M/S SMGE
- M/S SUPREME INTERNATIONAL
- M/S ZAHID KINNOW GRADING & WAXING PLANT





THE EXHIBITS

Initially, the Company decided to take fresh citrus fruit, mango, dates, mango and citrus pulp as exhibitors.

However, due to non-availability of mangoes (being out of season), and citrus fruit (being immature), PHDEC changed its list of exhibits to dates, aseptic mango pulp, frozen peas and okra. These products were displayed prominently in the glass cabinet at the booth.

The products of M/s Fauji Fresh & Freeze were given to their potential buyers. Brochures of M/s Zahid Kinnow were given to the potential buyers interested in importing Pakistani citrus.

THE GIVE-AWAYS

PHDEC initially planned to give citrus fruit and dates as give away and present mango juice to its visitors. Due to non-availability of mature citrus fruit and mango pulp, PHDEC decided to present dates for tasting to its visitors.

THE EXHIBITORS

- M/S ANCHOR FRUIT
- M/S FAUJI FRESH & FREEZE
- M/S HORTI GROUP
- M/S IMTIAZ ENTERPRISES
- M/S K.P INTERNATIONAL
- M/S SMGE
- M/S SUPREME INTERNATIONAL
- M/S ZAHID KINNOW GRADING & WAXING PLANT



M/s Supreme International provided the dates for the event. The Chinese visitors loved tasting dates and several visitors referred others to the PHDEC booth for having a taste of the Pakistani dates. This helped in increasing the foot-in at PHDEC booth.

The dates were placed on the counter and visitors were eager to pick dates with the help of tooth-picks and eat. Everyone tasting the dates cherished its sweetness.

FOOTBALLS

In order to increase foot-in and to promote PHDEC booth at the exhibition, PHDEC developed more than 600 hand stitched footballs with PHDEC with Hall 7.2, Booth B1 3&4 printed prominently along with PHDEC and Emerging Pakistan logos. The balls were placed in nets and distributed to the visitors to market the location of PHDEC booth at the exhibition.

The organisers were not ready to allow PHDEC for distributing the footballs, however with the active intervention by CEO PHDEC, the Company was able to get security passes for distributing 100 footballs each day.

THE EXHIBITS

- > DATES
- > MANGO PULP
- > FROZEN PEAS
- > FROZEN OKRA





Though the security concerns of the organizers hindered PHDEC in making the full use of the footballs as give-away, however, PHDEC managed to present inflated footballs to its visitors on all days of the exhibition. In this way PHDEC was able to have hundreds of visitors promoting PHDEC booth location when they move having a football in the net in their hands. The visitors/buyers and officials of different country booths in Hall 7.2 appreciated this idea a lot. Several showed inclination to repeat the idea in their respective countries.





STUDY VISIT

As already mentioned, PHDEC had planned visit of citrus exporters/processors in February 2019 in order to have the first-hand knowledge of the acceptability of Pakistan's citrus in Chinese market. However, PHDEC made full use of CIIE, 2018 by expanding the delegation to almost all horticulture products and constituting a balanced delegation of grower cum exporters, processors for the exposure visit.

THE DELEGATION

THE DELEGATES

- MR. M. [AKRAM BAJWA](#)

- MR. MUHAMMAD ALI

- MR. IMTIAZ HUSSAIN

- MR. JAMSHED BASHIR

- MR. MAHMOOD NAWAZ
SHAH

- MR. MUSTAFA KAMAL

- MR. SADIQ RAJANI





➤ MR. SHAHID SULTAN

▶ With the support of Pak China Joint Chambers of Commerce & Industry (PCJCCI), PHDEC contacted M/s Chinese Enterprises Service (Pvt) Limited for making arrangements for the subject study/exposure visit.

SHANGHAI

Shanghai is the biggest city of China. It is considered the global financial hub. According to China Customs Department, the value of import and export in Shanghai is calculated at US\$ 963.24 billion in the first 11 months of year 2018. The city is famous for its economic activities. CIIE, was held at National Exhibition and Conference Centre where Pakistan was the Guest of Honour country.

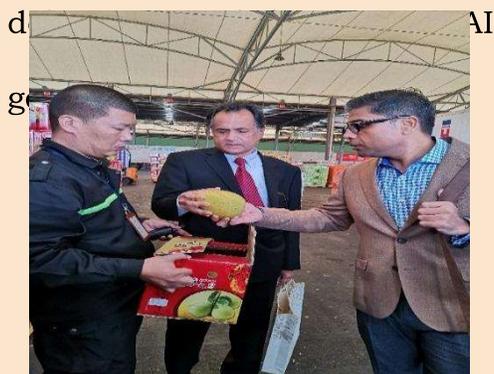
In order to maximize the opportunity for all stakeholders, PHDEC developed an exhaustive but comprehensive itinerary for the delegation visit (Attached).

SHANGHAI HUIZHAN

▶ Keeping in view the interests of the delegates, the delegation was taken to SHANGHAI HUIZHAN, one of



the largest imported fruit market in Shanghai. The delegates visited different stalls of imported fruits and asked different questions to the importers to get the idea of exporting fruits to this market. The delegates also exchanged contact information with the importers for future collaboration. The majority of the



QINGDAO

► The delegation left Shanghai on 7th November at 20:00 to reach Qingdao, at 21:45 through Southern China flight CZ9461. Qingdao is popularly known as the Switzerland of the east, at the Yellow Sea with an area of 10,645 Km² and population of around 8.7 million.

With the Qingdao Economic & Technological Development Zone (QETDZ), Sino-German High-Tech





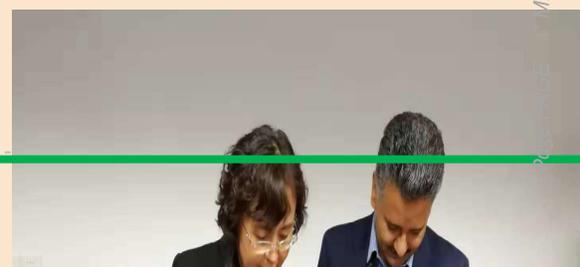
Ecology Park, the major industries include food processing, machinery, textile processing and light industry.

MEETING WITH QINGDAO FOREIGN OFFICE OFFICIALS

▶ The delegates left for Qingdao people's government foreign affairs office, at 17 XiangGang Zhonglu Qiaodao City to have meeting with the foreign office officials.

Ms. GAO Qun, the counsel of the Qingdao Municipal Foreign Affairs Office greeted the delegation in her office, and opened the discussion by introducing the city to the delegates. Ms. Qun elaborated that Qingdao

The city is well known for agriculture products processing. The leader of the delegation Mr. Muhammad Ashraf thanked Ms. Qun for her exhaustive introduction of the city. He opened the discussion by elaborating the foreign office officials that the delegation is here in to learn about the knowledge and techniques of agriculture and horticulture industries that can be replicated in Pakistan along with finding the opportunities where China and Pakistan can work together.





He further elaborated that in the wake of OBOR and CPEC, the main purpose of the visit is to find the ways and means of collaboration with Chinese stakeholders for joint ventures (JVs). Ms. Qun further said that Foreign Office Qingdao is a window for economic cooperation with other countries. She also added that Foreign Office has arranged the visit of a horticulture product processing facility for the delegates.

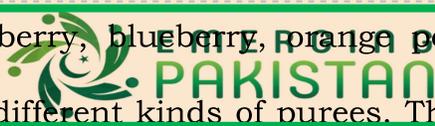
The delegates extended their questions about the potential of exporting fruits and vegetables to China in the wake of CPEC (Mahmood Nawaz Shah), transfer of greenhouse technologies (Mustafa Kamal), business matchmaking (Muhammad Ali) and use of drip irrigation systems by Chinese stakeholders (Sadiq Rajani).

The meeting lasted for an hour. At the end of the meeting CEO PHDEC presented the ceremonial shield to Ms. Qun. The foreign office presented the book about Qingdao to CEO PHDEC.

VISIT OF SHOEI FOODS QINGDAO

Shoei Foods Qingdao Co. Ltd is established in Yuhuangling Industry Park in Chengyang District. It is a Japanese company involved in processing of fresh and frozen fruits. Sugar

infused fruits like strawberry, blueberry, orange peel, apple, raspberry etc. Shoei also produces IOF fruits and different kinds of purees. The Qingdao Foreign Office official took





He said that machinery for the factory was purchased from USA and Turkey to ensure higher food safety and quality. He further elaborated that Shoei Foods processes 6000 tons of citrus peel, 800 tons of blueberry and 2000 tons of other fruits on monthly basis and export the major quantity of these products to Japan.



CEO PHDEC thanked Mr. PING in his opening remarks for availing himself on quite a short notice from Foreign Office Qingdao. He asked Mr. PING about the chances of collaboration between Shoei Foods and Pakistani stakeholders if they provide the cheap horticulture products and cheap labour. Mr. PING said that the whole concept is related to the ease of business that Qingdao provides, if such circumstances are available in Pakistan, Shoei may





think about it. In the question/answer session, Mr. Mahmood Nawaz Shah asked about processing of other fruits such as mangoes. Mr. PING replied that they buy mangoes at a cheaper rate of 70 cents per kilogram so it may not be feasible to have mangoes from Pakistan for processing.

The delegates were of the view that in the wake of 30% to 40% post-harvest losses in horticulture sector, having technology to develop sugar infused products can help in reducing such big post-harvest losses.

Pakistan can minimize its post-harvest losses in horticulture by adopting the infused fruits processing (PHDEC DELEGATES)

VISIT OF GRAPE GARDENS

On the way back from Shoei Foods to Qingdao Agriculture University, the delegates were taken to the Grapes Garden. It was informed that municipal government of Qingdao has developed such gardens of different products along the main roads. People can





come here with their families to enjoy a quality time at the weekends. The gardens were developed in such a way that students/youngsters can witness the whole process of gardening from growing seeds, irrigation, maintenance, and harvesting of the fruits.

The delegation was unanimously of the view that such type of infrastructure should also be developed by different district level governments along main roads in Pakistan.

The delegates were also informed that people can have land on lease in these gardens to grow their own products from seed sowing to maturity. They can engage their children with the whole process of gardening.



MEETING WITH QINGDAO AGRICULTURE UNIVERSITY EXPERTS

▶ A meeting with the experts from Qingdao Agriculture University was scheduled at the Knowledge Centre of the University. It was an exhaustive meeting that lasted for more than 3 hours.





The Qingdao Agriculture University (QAU) was established in 1951 with 8 disciplines. Today, QAU has 24 schools, 34000 students, 20000 staff and 15000 teachers, out of which more than 600 are Ph.D. The University has collaboration with more than 80 universities around the world including Australia, USA, and the UK. The delegation was greeted by University officials. Mr. Dan ZHENG, director international affairs welcomed the delegation to the university and introduced his team of experts to the delegates. The team include, Prof. Wang Yuong (Horticulture), Prof. Ming (Agriculture), Mr. Pan C., (Animal Sciences) and Prof. Wang Cheng Huo (Food Sciences & Engineering).



Mr. ZHENG elaborated the services of the University towards the agriculture and horticulture sector by adding that QAU has developed Agriculture Demonstration Parks on more than 800 acres. The University runs short-term courses for horticulture growers. It connects its faculty with horticulture growers for joint scientific research projects. The University also conducts training sessions for horticulture growers and farmers. It provides





internship for the horticulture growers and taught them to adopt integrational approach for horticulture industry. The experts in Joint Venture Programs Speaking of the achievements of his team, Mr. ZHENG told that with their active involvement one of the leading juice companies Hi-Stone was able to increase its sale of condensed apple juice by 40%.

Mr. ZHENG further told that the University trains the technicians of the companies.

Mr. Muhammad Ashraf, CEO PHDEC, opened the remarks by thanking QAU for arranging such a useful session. He elaborated that the aim of current visit is to find training, knowledge and technology transfer venues for Pakistan's horticulture sector.

It was informed that after having formal MOU with QAU, PHDEC may move ahead on this agenda. It was also informed that Faisalabad Agriculture University (UAF) has also signed a formal MOU with QAU but no tangible output is seen yet.

During the discussions, the delegates asked questions about feasibility studies of different products, greenhouses and other horticulture

Donkey Skins

- ✓ Donkey skins are in high demand in China. China has certain districts where donkeys are raised.
- ✓ Chinese use donkey skins in traditional Chinese medicine and cosmetics.
- ✓ In China like Pakistan, donkey is considered a stupid animal.





products. While the experts answered all the questions of the delegates, they added that they would like to show the delegates the horticulture projects of the University for Better understanding.

As experts from animal science were present in the session, on a lighter side, Pakistani delegates asked questions about the export of donkey skin to China. The experts revealed that the donkey skin is used Chinese traditional medicine and cosmetics market adding that China raises donkeys in some areas to meet the demand of the industry. The meeting ended with the hopes and aspirations for future collaboration between QAU and PHDEC. The University presented its souvenir to CEO PHDEC.

As the meeting lasted for more than 03 hours, the delegates were offered to have dinner at the University cafeteria by the organizer Mr. Wang Zihai. The delegates agreed and enjoyed their dinner at cafeteria along with university officials and students.

WEIFANG

Weifang, in the centre of Shandong province is known as vegetable capital of China for its agro-food industry, including fruits and vegetables. In China there is a saying, ‘if you want to know about vegetables, go to China, if you want more go to

Shandong and if you still want more knowledge about vegetables go to Weifang.’



MEETING WITH HENGLIAN GROUP

▶ The delegation reached at the gigantic building of the GROUP along with officials from SINO-US FOOD AND AGRICULTURE INNOVATION CENTER. The delegation was greeted by HENGLIAN administration and before formal meeting, the delegates were shown a presentation about HENGLIAN GROUP and its subsidiaries. The group is mainly involve in cotton pulp and CMC projects. The formal meeting started with a presentation by HENGLIAN GROUP on Pakistan's cotton sector. It was informed that Pakistan is one of the largest producers and exporters of cotton in the world, however, Pakistan imports cotton's finished products thrice the cost of its cotton exports. The GROUP showed interest in visiting Pakistan for investment opportunities in the sector adding that GROUP is interested in making heavy investments in the sector in Pakistan. The delegates





were then taken for a show around by the GROUP administration. CEO PHDEC, Mr. Muhammad Ashraf offered them support at ministerial level on this. Consequently, a delegation of the GROUP visited Pakistan and with the active intervention by CEO PHDEC, the delegates had a meeting with Commerce Minister in December 2018.

As HENGLIAN GROUP was quite focused on their agenda, their team for the purpose has been visiting Pakistan. PHDEC hopes that the cotton sector will take advantage of the move initiated by PHDEC.

VISIT OF HORTICULTURE GARDENS

As was mentioned by QAU, the delegates were taken to the horticulture gardens established with the collaboration of QAU, SUFAIC, and Weifang National Comprehensive Pilot Zone. The delegates were much amazed by the management of the gardens. The officials from SUFAIC briefed the delegates about the horticulture gardens project.





It was interesting to learn that the gardens have trained plants for suitable shapes.



VISIT OF FOOD VALLEY OF CHINA

▶ The Food Valley of China was set up by the Municipal Government of Weifang for the promotion, transformation and upgrading of the food industry. The main area of valley is located in Hanting District with a core area of 45 Km². The Food Valley of China has 05 (five) functional areas;

- o Shouguang Vegetable Seed Valley

FOOD VALLEY OF CHINA

- o Shouguang Vegetable Seed Valley
- o Anqiu Agriculture Export Products Standard Base
- o Xiashan Organic





- o Anqiu Agriculture Export Products Standard Base
- o Xiashan Organic Agriculture Products and Processing Base
- o Zhuchng & Changle Meat Processing Base
- o Food Industry Park in the Harbor Economic Region

The Department of Agriculture of China has approved Food Valley of China as a demonstrational base for agriculture industrialization. Food Valley of China is aimed to be serve as a centre for;

- o Exhibition & Trade
- o Inspection & Detection
- o Human Resource & Talent Nurturing
- o Innovation & Incubation
- o Brand Operation
- o Cooperation & Exchange

The delegates and the officials from Food Valley of China were of the view that PHDEC can further its relations with the Valley in its Cooperation & Exchange base. Due to pre-scheduled activities, it was not possible for the delegates to visit all FVC bases. The delegation was taken to US-SINO Agriculture Innovation Centre.



VISIT SINO-US AGRICULTURE INNOVATION CENTRE (SUFAIC)

SINO-US Agriculture Innovation Centre is a joint venture of the People's Government of Weifang City and the University of California, Davis (UCD). The centre serves as a high level international platform for the development and integration of the food safety systems, technological upgrading of the food industry, research and development for healthy food, sustainable agriculture practices, advanced technology transformation and international education and training and expert exchange worldwide. The delegation was taken to the building of SUFAIC where they were greeted by Mr. David Ji (Director), Mr. Changcheng Fan (Vice Director), and Mr. Michael Meng (Head of International Cooperation Department). The delegation was taken to the valley of academia where they were shown a presentation about the working of SUFAIC.

The main functions of SUFAIC include;

- o Development of Models for Sustainable Production of Agriculture and Safe Food
- o Enhancing Value and Safety of Agriculture Products and Food





- o Introduction of New Technologies and Models for Animal Production
- o Exchange of Scholars & Experts

The formal meeting with SUFAIC started with the officials greeting the PHDEC delegation. It was informed that SUFAIC is a not-for-profit organisation, which has established Weifang National Comprehensive Pilot Zone with a core area of 120 Km². The delegates were also informed that SUFAIC is also working closely with the administration of Beacon House School Systems on experimenting the seeds of different varieties of vegetables in Pakistan. The project has also established greenhouses on an area of 10,000 m² with hydroponic irrigation system installing automatic environmental monitoring systems. The project fulfils the 80% demand of Qatar's vegetable imports.

On the question of establishing greenhouses, the delegates were informed that the infrastructure costs ¥ 260/m² for a height of 3 to 3^{1/2} m greenhouse.

After the meeting the delegates were taken to show around different departments of SUFAIC including



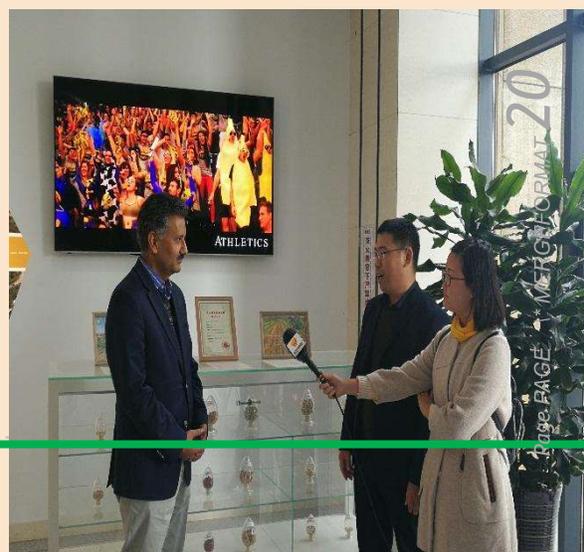


the offices of Weifang National Comprehensive Pilot Zone.



INTERVIEW WITH CHINA TV

The news of PHDEC delegation's visit was in the air, the reporters from China Central TV got hold of the opportunity and requested CEO PHDEC for a short interview. The interview was conducted in the building of SUFAIC. CEO PHDEC briefed the media





about the purpose of the visit sharing that it would in the interest of Pakistan if we capitalize on the knowledge and information shared with the delegation. The interview was telecasted on national channel.

B2B MEETINGS WITH GREENHOUSE AND MANGO PULP COMPANIES

Keeping in view the composition of the delegation, PHDEC had arranged meetings with greenhouse and mango pulp processing companies. As the factories were located at quite a distance, it was decided that these companies will be invited to have B2B meetings with the delegates at SUFAIC.

Accordingly, two companies were invited, Mr. Zhang Mingjun and Mr. Sun Haidong came to the centre and a formal meeting was conducted with the potential buyers/investors.

Mr. Zhang informed that his company Sana is interested in importing mango pulp from Pakistan. He informed that his company was buying pulp at the rate of US\$ 1200/ton. He also added that the demand may reach up to 10,000 tons per season.





Booth representatives shared their contacts with the delegates and it was decided that relevant companies/delegates will be in touch with their companies of interest.

MEETING WITH DIRECTOR GENERAL WEIFANG AGRICULTURE DEPARTMENT

▶ Taking into consideration the interests of the delegation, PHDEC requested the DG, Weifang Agriculture Department, who graciously gave time for the meeting with delegates.

It is was unanimously agreed that PHDEC should play a role at government level to find ways of cooperation in training and knowledge sharing fields between the government of Pakistan and government of Weifang. Due to exigencies of service of Director General, the meeting was kept short.

VISIT OF WEIFANG NATIONAL COMPREHENSIVE PILOT ZONE FOR AGRICULTURE OPENING UP AND DEVELOPMENT

▶ It was the time to visit the most talked about Weifang National Comprehensive Pilot Zone. With a core area of 120 Km², the Weifang National





Comprehensive Zone is basically the area for research and development in agriculture. The zone has different demonstrational bases including greenhouses for flowers, floriculture and other value products.

Mr. Michael Meng, being the director of the international affairs briefed the delegates about the legal and administrative position of the zone adding that different institutions can have land on lease basis in the zone for research and development.

The zone was expanding to a large area where construction of greenhouses, roads and other infrastructure was underway. The delegates were really amazed by the size of the project. The delegates took a keen interest in the project and asked every kind of question. The visit was so interesting that organisers have to remind the delegates about the shortage of time. The delegates have rated visit of zone as very good and excellent in their feedback.



VISIT OF WEIFANG FRUIT MARKET





PHDEC has planned visit of Weifang Fruit Market for the delegates to show them around the mechanism of handling and trading of fruits in the market.

The delegation was received by the administration of the market. The delegates were taken on a show around visit of the market. It was informed that the Weifang fruit market is also famous for imported fruits. The delegates were amazed to see imported mango. The packaging of all fruits was done in such a manner that each fruit was wrapped carefully. The quality of fruits was good. The delegates went into different shops and asked about the prices of different fruits. One of the shopkeepers from Central Asian States informed that he has being doing business in the market for 25 years.

One of the shopkeeper presented mangoes to the delegates for tasting. It was experienced that though the mangoes were flawless in presentation, they were no match to Pakistani mangoes in taste.

The most interesting part of the visit was when the delegates were taken to the railway line passing parallel to the market. It was informed that after the





completion of CPEC project, Pakistani fruit may reach
Weifang fruit market through this railway line.





VISIT OF GREENHOUSE FACILITIES

The delegates were interested in witnessing the greenhouse technologies in China. So PHDEC has arranged visit of greenhouses so that delegates can have the first-hand knowledge and information of the technology.

Greenhouses are built under the Pilot Zone project, with an area of more than 100,000 m². It was an amazing experience for the delegates to see such huge greenhouses with the environmental monitoring systems installed.

The delegates asked questions about the cost of greenhouses. It was informed that under Pilot Zone Program, Weifang is building these greenhouses to develop new varieties of fruits and vegetables.





VISIT OF SHOUGUANG VEGETABLE EXPO

At the end of the study visit, the delegates were taken to Shouguang Vegetable Expo which was held at the Shouguang Vegetable High-Tech Demonstration Zone. Though the actual time of the exhibition was in April-May, the Demonstration Zone has the showroom and field plantations intact. The whole area was covered in green.



The Demonstration Zone was the place to show the delegates the research and technological development and achievement in the field of vegetables. The delegates were very much impressed to see the soilless cultivation, automatic water system integration, the seedless and biological tissue cultivations, and the China's rare caterpillar fungus. The plantation areas were covered under photovoltaic solar panels.



The delegates considered it a life lasting experience for witnessing such a huge development in vegetable sector. It was proven, *“if you want to know about vegetables go to Weifang...”*





BEIJING (11-11-2018)

From Weifang to Beijing, the delegates travelled on Fast Train, along the railway track the delegates were shown hundreds of thousands of acres low tunnel vegetable plantation. It was a fascinating scene and everyone was praying that Pakistan with such a fertile lands should have this kind of plantation along its railway tracks.

Most of the delegates have to take early flights from Beijing to Pakistan or other countries of their destinations. One delegate Mr. Mustafa Kamal has to go for a B2B meeting arranged by PHDEC with a floriculturist.

Two of the delegates have flights on next day, hence they stayed back in Beijing for another night. On the last day of the visit, two delegates opted for visiting the Great Wall of China.

e is no acknowledgement page in this report. For reason that we cannot detail the names of more 3 billion Chinese. Thank you everyone there...



FEEDBACK OF THE DELEGATES

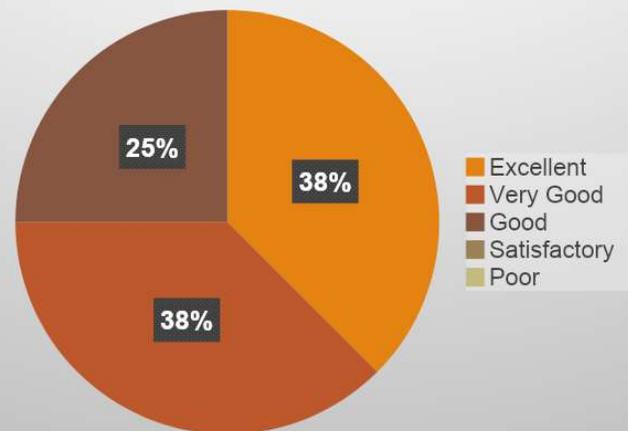
The delegates were provided a feedback proforma to fill in and send back to PHDEC. The purpose of the proforma was to get opinion of the delegates on each and every aspect of the Expo and the study visit. The available feedback is illustrated through charts and graphs. The original proforma receipt from delegates are attached.

OBJECTIVES OF PARTICIPATION

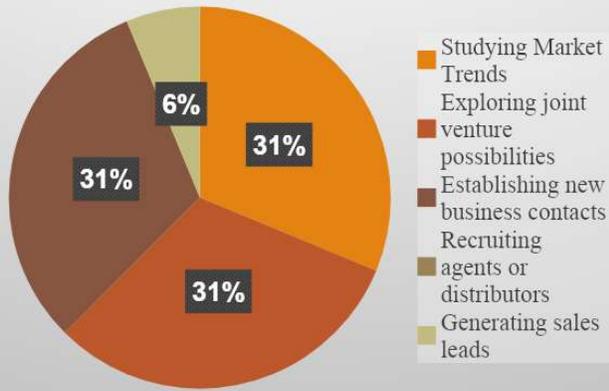
Objectives of Participation in Study Delegation

Value of Study Visit in achieving objectives

How do you rate the value of the Study Visit in achievement of your participation objectives?



What were your objectives of participation in PHDEC's Study Delegation to China?



COMPOSITION OF DELEGATION

Size of the Delegation

How do you rate the size of the PHDEC Delegation?

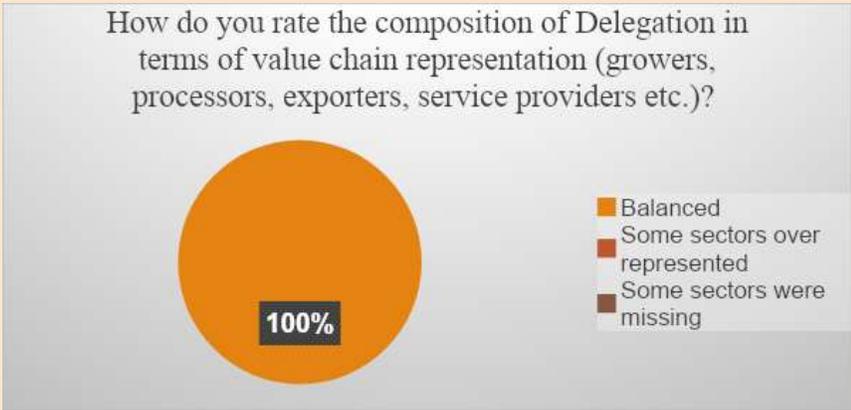


Sectoral Representation

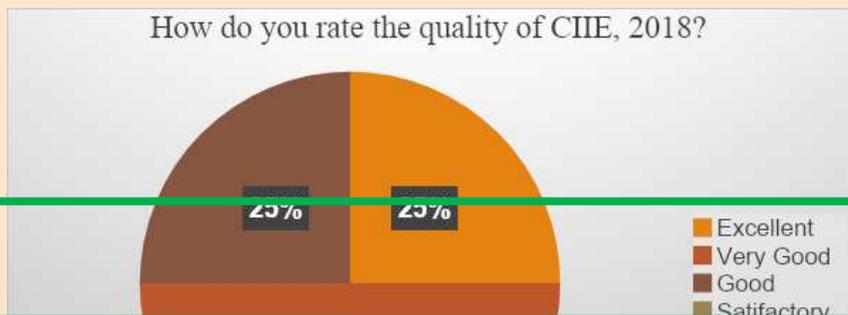
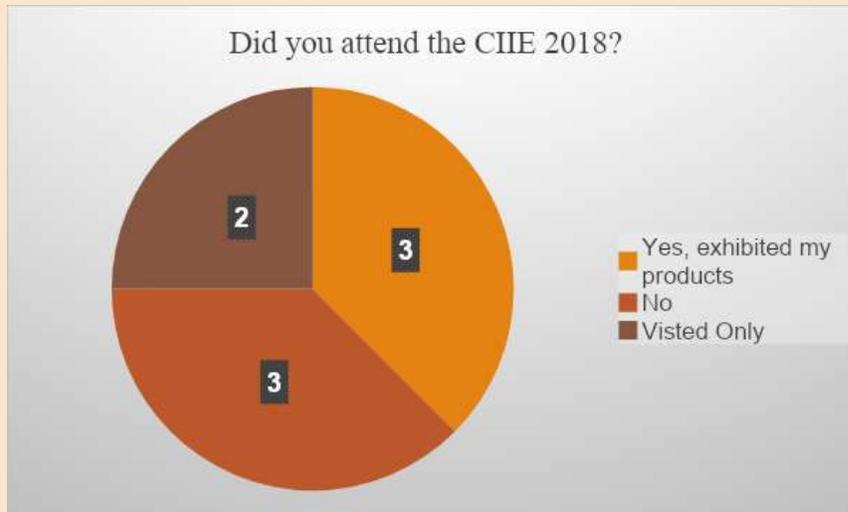
How do you rate the composition of Delegation in terms of sectoral representation?



Value Chain Representation



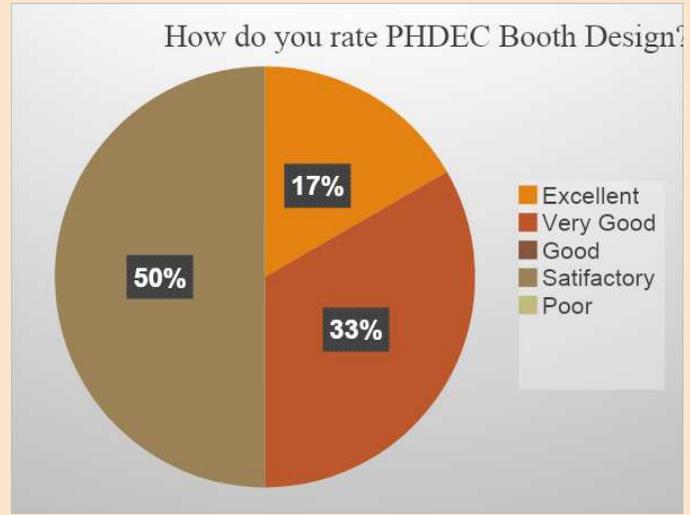
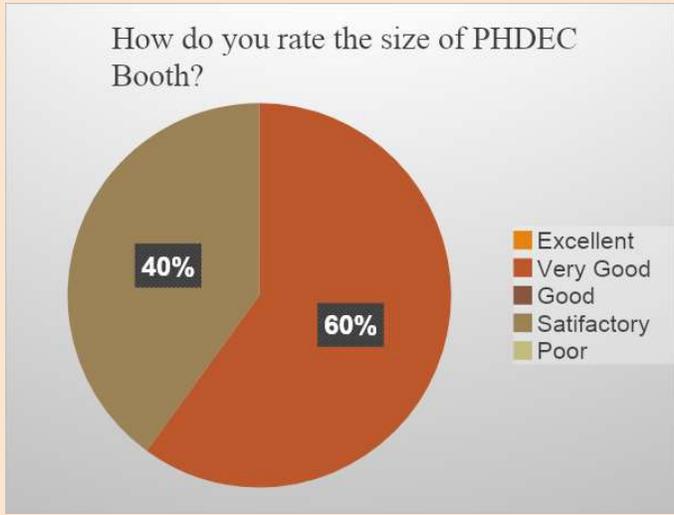
PARTICIPATION IN CHINA INTERNATIONAL IMPORT EXPO (CIIE) 2018

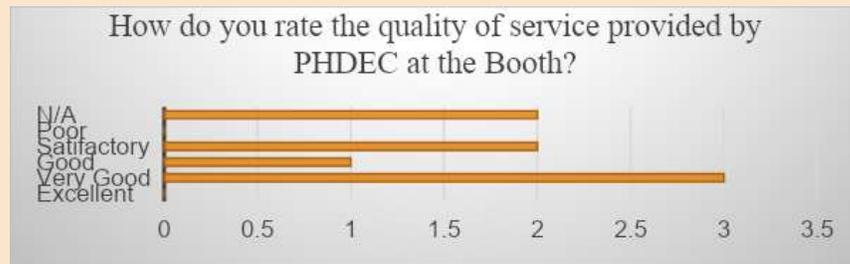


Size

PAKISTAN HORTICULTURE DEVELOPMENT & EXPORT COMPANY

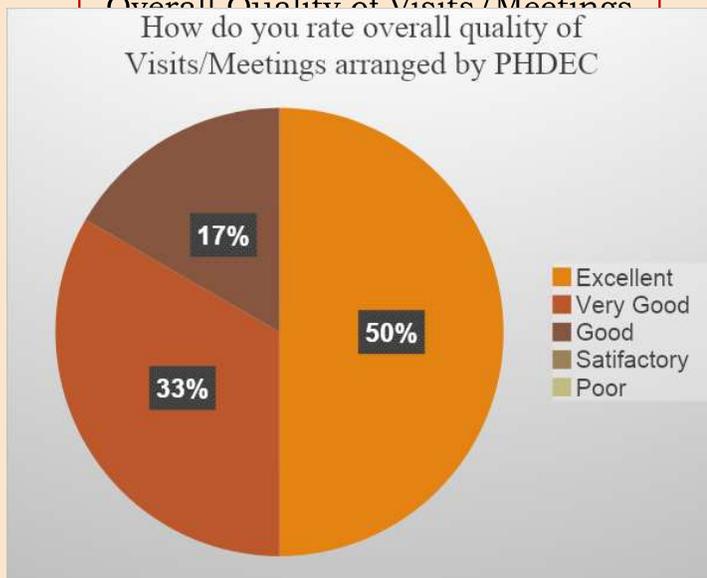
@ HALL- 7.2, BOOTH 3 & 4



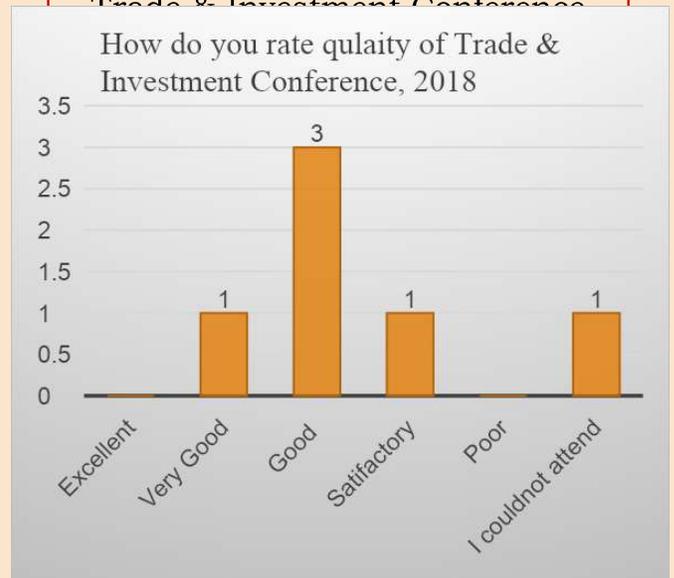


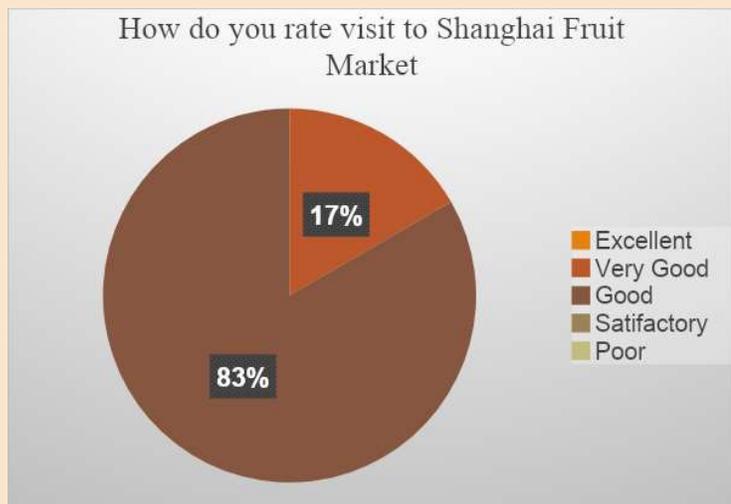
VISITS/MEETINGS OF PHDEC STUDY VISIT DELEGATION

Overall Quality of Visits /Meetings

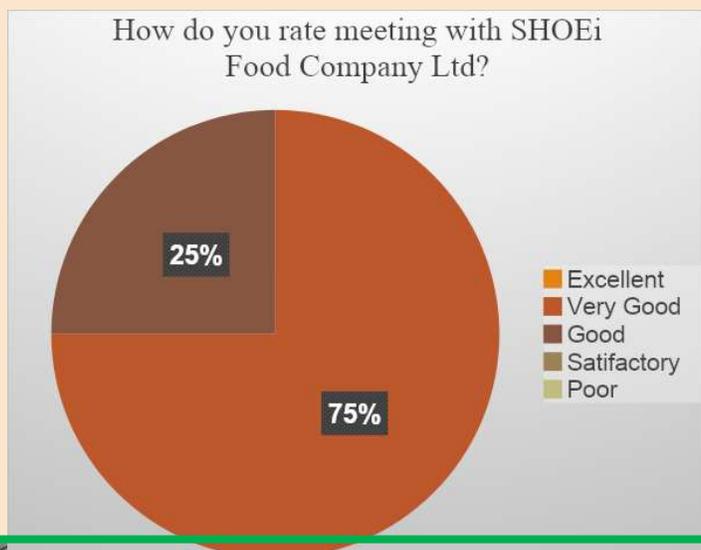


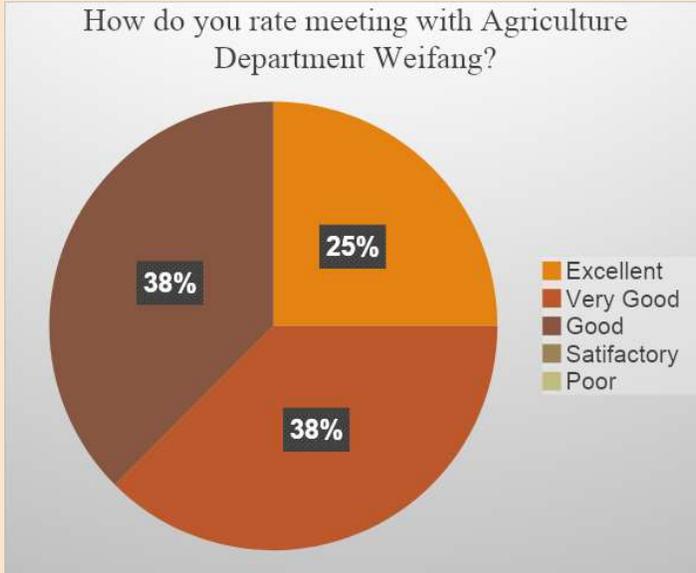
Trade & Investment Conference





VISITS/MEETINGS OF PHDEC STUDY VISIT DELEGATION

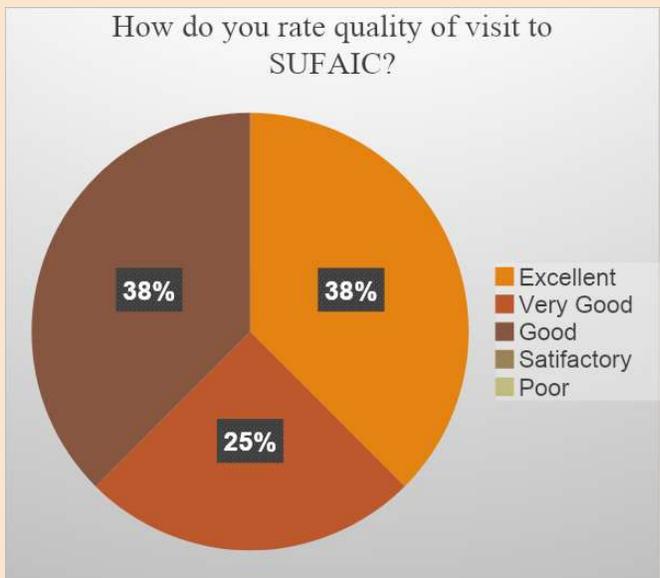




VISITS/MEETINGS OF PHDEC STUDY VISIT DELEGATION

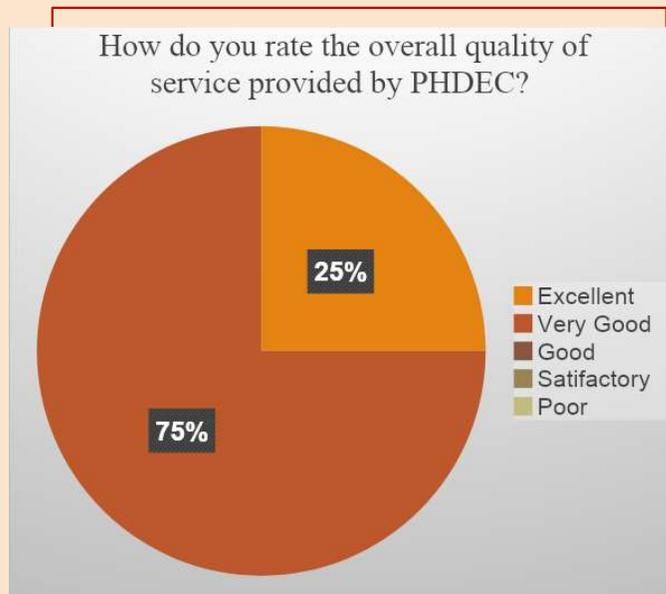
Meeting with Agriculture Department Weifang

Visit to Weifang Fruits & Vegetables Market





QUALITY OF SERVICE



HOTEL ARRANGEMENTS





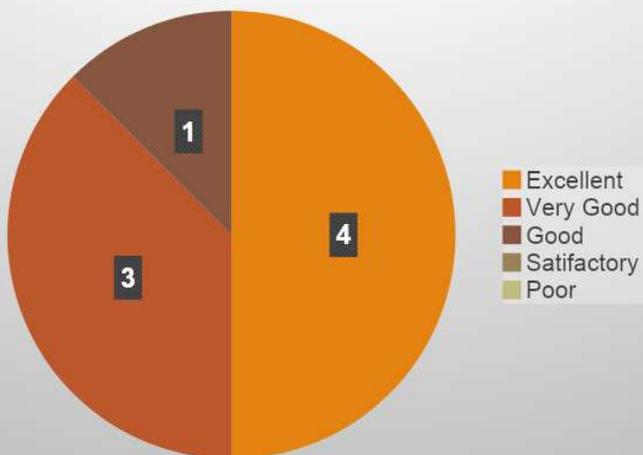
TRANSPORT ARRANGEMENTS

FOOD ARRANGEMENTS

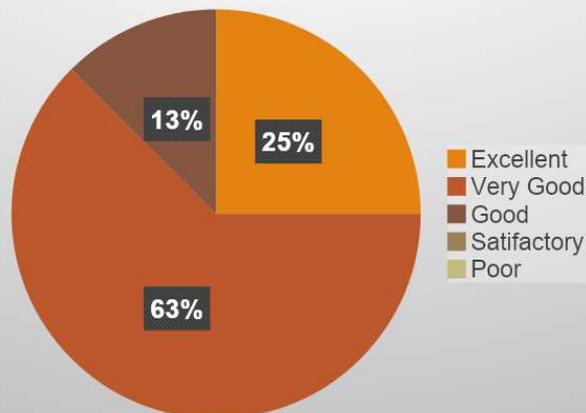




How do you rate quality of transport arrangements provided by PHDEC?



How do you rate the quality of food arrangements during the visit?

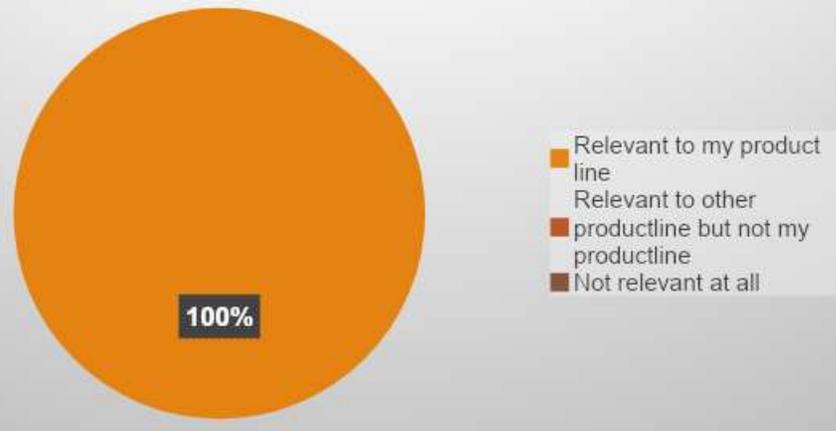


TAKE AWAY

What do you think is the most likely scenario for your Company's future business with China?

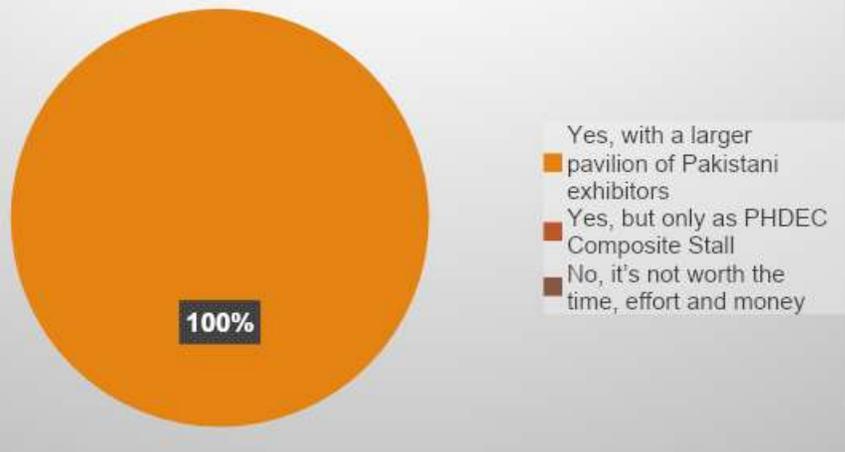


Do you think China is right kind of potential market for your company to explore?

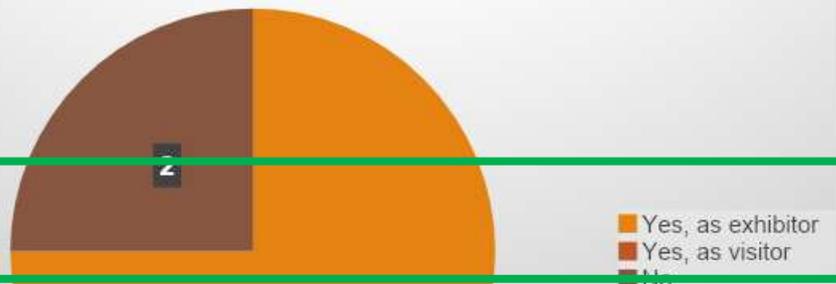


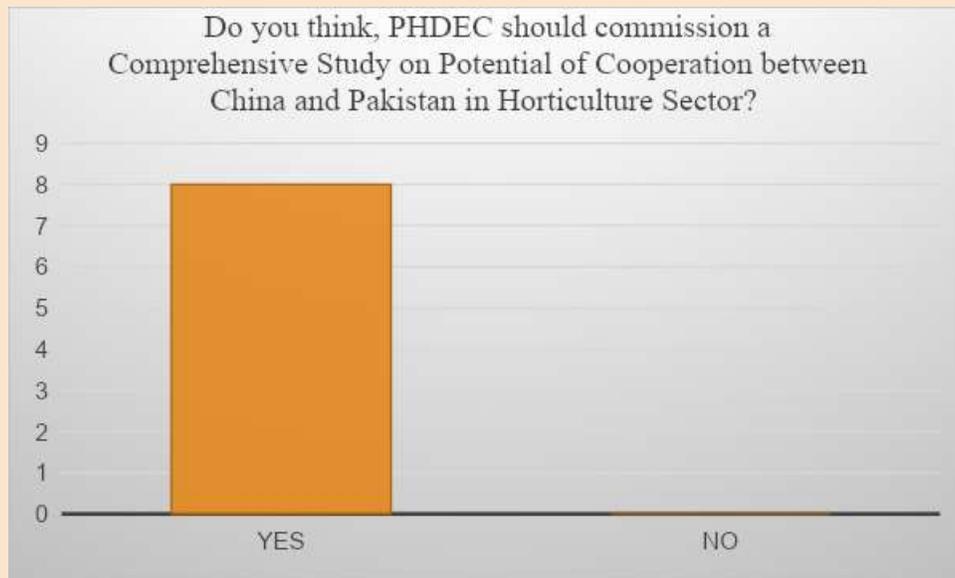
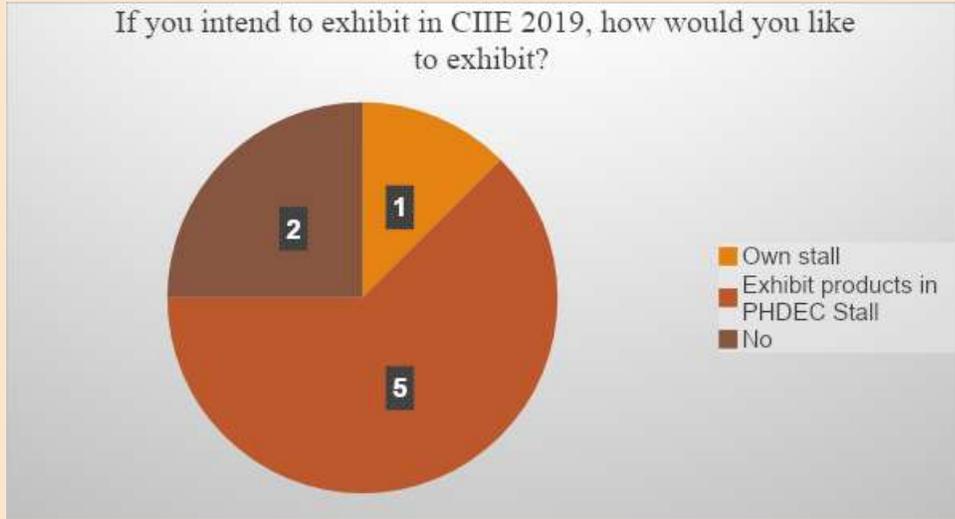
WAY FORWARD

Do you recommend PHDEC to participate in China International Import Expo (CIIE) 2019?



Would you like to participate in CIIE 2019?







DELEGATES' COMMENTS

- A. What would you propose the way forward for approaching the Chinese market?
- B. What would you propose PHDEC to do for realizing the potential of horticulture cooperation with China?
- C. Any other comments

Collaboration and technical assistance for value added products development should be assisted and worked with local companies. This will result make our products compete in the international market. Interested Chinese companies should be invited to Pakistan for matchmaking and visiting the Date Farms and processing factories during the harvesting season of July / August and / or at the time of Expo Pakistan.

PHDEC should initiate work on Dates and allied products by working with growers and processors in China and Pakistan to develop a strategy and have the feasibilities prepared for investor making processes.

Also assistance for developing packaging for the Chinese market is required to meet the requirements of international market.



Mr. Muhammad Ali- Supreme International



Mango could be very good fruit to export to China as fresh as well as pulp and IQF. Training on mango postharvest management and other fruits and vegetable could be arranged in China for development products

Visit of growers and processors delegations in China could be arranged at different stages of mango and other fruits and vegetable

PHDEC should initiate work on mango and know by working with partners in China and Pakistan to develop a strategy and identify other fruits and vegetable products for industrial use. Feasibilities prepared for investors and match making processes.

Exporters could be facilitated to visit the market and get a feedback from the market and

F& V buyers from China to be facilitated to visit Pakistan.

Detail of events should be communicated properly to delegates before start of visit

Mr. Muhammad Akram Bajwa- Fauji Fresh & Freeze





Currently, only two products are allowed and therefore it requires to develop packaging and quality term,

Should arrange more frequent visits / trade delegations to explore the market.

b) Regular Promotion Campaigns are required to introduce Pakistani produce to the wholesaler / importers and other buyers.

c) The Government should convince the Chinese counterparts to allow all Pakistani agricultural products with smooth entry in China via land and sea routes. Means assistance from the Chinese concern departments & authorities should be sought so that the perishable cargo can effectively be transferred with minimal delay from ports.

Under the CPEC collaboration we should approach them to assist for improvement in post handling, storage, processing and value addition of agricultural products and innovation in marketing. Pakistan can export fruits, vegetables and value added products worth \$10 billion to China in the next five years. Using BRI roads and ports infrastructure, which could help Pakistan's access to new markets.



PHDEC should play its role to design a proper strategy to attract and convince the Chinese Companies for Investment and Joint Ventures in food processing / value addition.

A vibrant Horticulture Committee under CPEC is the need of the hour.





PHDEC should coordinate development of horticulture through Pakistan China Agricultural Development under CPEC project and must arrange shows in the fruit markets during the visit where our fruits, create awareness and inform them benefits/potentials of our fruit such as Kinnow and Mango



Some importers have shown interest in assisting and facilitate us in the above drive

OBSERVATIONS

The delegates were fairly satisfied with the arrangements of the study visit. Few observed that participation in the trade conference could be better. The location and size of PHDEC booth was not much impressive. Language remained a prime barrier in making arrangements for the first CIIE. Few delegates were unable to attend the CIIE, due to non-availability of entry passes. PHDEC needs to work more on communication with the delegates.





While overall arrangements for the study visit were very good, the delegates showed concern on the non-availability of the program well in time.

Effort of PHDEC team should be acknowledged as after a long time the Company was back on track for such things and in the words of CEO PHDEC, 'we survived it...'

RECOMMENDATIONS

Taking into consideration the comments and feedback from the delegates following are humble recommendations for future;

- a. PHDEC should participate in CIIE, 2019 with a larger booth of at least 6x6 m².
- b. The exhibitors should have more products to display
- c. Study visits in Southern China and participation in horticulture related events in China should be regular part of PHDEC strategy in the wake of CPEC
- d. PHDEC should make arrangements for inviting experts from FVC and QAU
- e. An exchange of human resource for capacity building should be encouraged
- f. As also suggested by delegates, PHDEC should arrange product specific promotional campaigns in different cities of China.

Annex-I

Programme of Visit of PHDEC Delegation to CIIE, 2018		
Sunday, 4 November 2018		
13:35	Arrival of the Delegation at PDG Airport	The Grand hyatt
Monday, 5 Nov 2018		
9:00	Opening day of CIIE, Visit to exhibition Center and meetings with the exhibitors, conference, Pakistan pavilion etc. by the delegates.	National Exhibition and Convention Centre (NECC), Shanghai
Tuesday, Nov 06, 2018		





11:00	visit SHANGHAI HUIZHAN imported fruit market	One of the biggest imported fruits market
Wednesday, 7 Nov 2018		
19:55	Departure from SHANGHAI TO QINGDAO for meeting with China National Food Industry Association	CZ9461 and arrive Qingdao at 21:45 PM
Wednesday, 8 Nov 2018		
930am	Meeting with QINGDAO FOREIGN OFFICE	
1030 AM—12:00	Visit SHOEI FOODS QINGDAO	Processing offer infused products
13:30-1430	Grape gardens	
15:00-18:00	Meeting with QINGDAO Agriculture University	
5pm-6pm	move to Weifang by road	Weifang is the place which are the most famous in China for vegetables and food industry. China food valley is located at Weifang
Friday, 9 Nov 2018		
9:00	Meeting with HENGLIAN group for Cotten pulp and CMC projects	





10:00-12:00	Visit horticulture garden	
13:00—18:00	<ol style="list-style-type: none"> 1 Visit China food valley And US-SINO agriculture innovation center 2 B2B meeting with greenhouse and mango pulp companies 3 meeting with DG From agriculture department 4 visit Weifang National Comprehensive Pilot Zone for Opening-up Development of Agricultural industry 	<p>China Food Valley to promote the transformation and upgrade of the agriculture to create a "national food secure zone. Its functions include corporate headquarters, scientific and technological incubation, maker space, electronic transaction, commerce and financing, warehousing and logistics, brand operation and integrated services. Six centers will be correspondingly set up in areas of exhibition, transaction and big data, inspection and certification, human resources, innovation and incubation, brand operation, and international exchange and cooperation.</p>
Saturday, 10 Nov 2018	<ol style="list-style-type: none"> 1 Visit Fruits market 2. Visit greenhouse facility 3 visit Shouguang Vegetable Expo 	
16:37 pm	To Beijing by fast train	
SUNDAY 11TH, NOV	Departure to Pakistan	

