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Agriculture Marketing, Government of the Punjab, Lahore

Chief Minister Punjab inaugurates the Punjab Investment Conference 2010 on 03 May, 2010 in Karachi for accepting Foreign & Local investment for the Punjab

Punjab Chief Minister, Mian Shahbaz Sharif inaugurated the investment conference 2010 on 3rd May 2010 in Karachi along with Syed Qaim Ali Shah, Chief Minister Sindh, Governor, State Bank of Pakistan and renown politicians. The conference was



organized by the Punjab Board of Investment and Trade (PBIT) and was attended by many local investors, business men, representatives of various trade organizations and foreign diplomats & investors. The Chief Minister welcomed investment from local as well as foreign investors in agriculture, livestock, mines and minerals and other sectors in Punjab.

The Punjab CM, who was the chief guest at the inaugural session, in his lengthy speech, said Pakistan today is facing two major challenges - security and energy crisis. The people and industry are suffering due to electricity load-shedding. He praised the recent energy conservation plan, saying that the business community was rendering invaluable sacrifices, however stressing it was not a permanent solution to the chronic problem. "Under the energy conservation plan, at least 1300MW could be saved which is still ideal for us," he said.



He maintained that the required volume of gas was not being provided to power plants, the main source of electricity generation. However, at least 74 sugar mills, mainly in Punjab and Sindh, also could provide a

source of electricity generation, he pointed out. The Punjab CM suggested that instead of running after rental power plants, the power generation from sugar mills should be taken into account. "At least 3000MW electricity could be generated from sugar mills, as majority of mills are operating both in Sindh and Punjab and both provinces could address the prevailing energy crisis in the country," Chief Minister stressed. He said that what we needed was to encourage investors to come forwards to overcome the energy crisis. "We should not only blame the governments of the past in a bid to absolve ourselves from the prevailing energy crisis, as it is our collective failure. So, we all have to find out its solution collectively," Chief Minister maintained. The Punjab CM urged the Government to come forward and initiate a dialogue among all the stakeholders including the Government, the business community and the civil society to discuss problems such as the energy crisis.

At end of this conference the separate panels for each field such as Agriculture, Mines & Minerals and Livestock etc. were



constituted for drafting the suggestions. The agriculture panel chaired by Mr. Arif Nadeem,

Secretary Agriculture, Government of the Punjab, prepared several recommendations which are given as under;

1. Level playing field should be available to all the stakeholders
2. The global herbal products industry is an annual market worth over USD 350 billion. Pakistan should also focus on this very important sector.
3. High mark up rates are impediment to improve investment in the country, these should be reduced to attract investment.
4. Pesticides are over-regulated and needs a revision of laws.
5. Public Sector Investment should be increased in the hybrid seeds of major as well as minor crops.
6. The end user like KFC, McDonlads & other MNC's in food like Rafhan Maize are



important for increasing yield and production. At the end of the conference shields were

distributed among the chairmen of the panels and the organizers of this conference.

Agriculture Marketing wing provides facilities to the tune of Rs. 14.28 Million on all the purchase centers of Food Department & PASSCO.

Agriculture Marketing Wing has carved out a comprehensive plan this year for providing facilities at each procurement center of Food Department & PASSCO. As per Government's direction, the Market Committees of the Punjab have provided facilities like Tents, Cold Water, Chairs and Tables at each procurement center across the Punjab for facilitation of farmers. Similarly, the Market committees have

deputed their staff at each wheat procurement center established by the Food Department and PASSCO. Agriculture Marketing Wing through the Market Committees has spent approximately Rs. 14.28 Million for providing facilities to farmers at each procurement center.

A proposal to establish trading floor in the fruit & vegetable Markets on Public Private Partnership (PPP) basis.

In this regard, three meetings have been conducted with the representatives of Makro and Metro Cash & Carry stores regarding the establishment of modern trading floors in the existing fruit & vegetable markets. In these meetings the proposal for the establishment of modern trading floors under the Public Private Partnership (PPP) was discussed in detail. The representatives of these Cash & Carry stores welcomed the new proposal from the Agriculture Department and principally agreed with this proposal. They also discussed the possibility of installation of modern facilities like Chillers and Mechanical graders, as required, at these modern trading floors. During these meetings the management of the Metro Cash & Carry store also informed that they intend to establish demo farms for the capacity building of farmers, especially in the areas of pre-harvest and post-harvest handling of fruits & vegetables. This would

help to reduce the losses during the stages of picking, packing, transportation and handling.

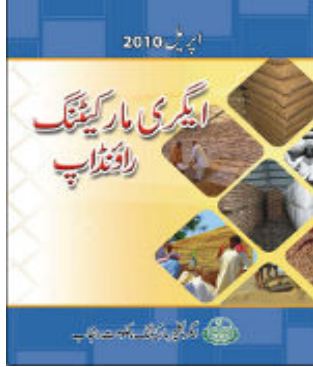
Agriculture Marketing Wing intends to create linkages with World Food Program (WFP) and Food and Agriculture Organization (FAO).

The Agriculture Marketing Wing is working with international agencies like World Food Program (WFP) and Food & Agriculture Organization (FAO) for setting up linkages in the following areas;

- Formal Institutional linkage between Punjab Institute of Agriculture Marketing (PIAM) and World Food Program (WFP)
- Formal institutional linkage between Punjab Institute of Agriculture Marketing (PIAM) and Food and Agriculture Organization (FAO)
- Utilizing the services of FAO and WFP resource persons to assist and conduct different training programs of PIAM on modern Agriculture Marketing.
- Create linkage between the website www.amis.pk of Agriculture Marketing and websites of different international agencies/departments working with FAO and WFP.

These linkages would enable the Agriculture Department, Marketing wing to conduct and offer better training programs and Agriculture Marketing Information to the farmers, staff and the other stakeholders.

Agriculture Marketing Wing Publishes Agri-Marketing Roundup for April-2010.



Agri-Marketing Roundup is a monthly publication of Agriculture Marketing, Government of the Punjab.

Roundup provides comprehensive information on International production, trade, available stock and international as well as local price comparison of different agricultural commodities along with suggestions. It is provided free of cost to the Farmers, traders, Exporters and Government departments. Further its PDF file also available on the website www.amis.pk on the following link. Any person can download its PDF file from this link. <http://www.amis.pk/pdf/RoundUps/April-2010.pdf>

Agriculture Department intends to set up linkage with the United Nations Industrial Development Organization (UNIDO).

A meeting of UNIDO officials Mr. Badar ul Islam, Program Officer SME & Export Development, and Mr. Muhammad Aurangzaib Khan Sector Expert-Horticulture, was held with the Special Secretary Agriculture Marketing in his office chamber on 07-05-2010. After the discussion it was decided that the UNIDO

will provide assistance in the following areas;

- Accreditation of Citrus & Mango Laboratories through the platform of UNIDO for meeting the requirements of WTO.
- Create Linkages between well reputed International Training Institutes and the Punjab Institute of Agriculture Marketing (PIAM) through UNIDO for the Capacity building of the Farmers & Stakeholders.
- Professional linkage between the International Mango Research Institutes and the Mango Research Institute (MRI) Multan through UNIDO.

The Chief Minister Punjab orders to set up Punjab Agricultural Commodity Exchange (PACE).

Under the directions of the Chief Minister Punjab, two meetings have been held for setting up Punjab Agricultural Commodity Exchange. The meetings were attended by Pir Saad Ahsan-u-Din (PBIT), Mr. Asad Umar (President, Engro Corporation Limited), Mr. Arif Nadeem, (Secretary Agriculture Government of the Punjab)

Mr. Muhammad Ashraf, (Director State Bank of Pakistan), Mr. Farid Ullah Khan, (Joint Director State Bank of Pakistan), Mr. Samir Ahmad, (Managing Director National Commodity Exchange Limited, Islamabad), Mr. Muazzam, General Manager Projects, Punjab Bureau of Investment and Trade (PBIT), Mr. Affaq Tiwana, SAM, Pakistan, Mr. Ghaffar, Competitive Support Fund

(CSF) Islamabad, Representative PAMCO.

The Following decisions of meeting were:

- Constitution of the working Group to examine the creation of a Punjab Agriculture Commodity Exchange Company with a inbuilt capacity to create a strong and electronic warehouse receipt system etc.
- The working Groups would comprise of Chairman PBIT, Secretary Agriculture, Secretary Food, General Manager Projects, PBIT, Managing Director National Commodity Exchange Limited and joint Director State Bank of Pakistan.
- The Working Groups would hold weekly meetings at Punjab Bureau of investment and Trade for preparing of roadmap for creation of the proposed Punjab Agricultural Commodity Exchange Company under the Company Ordinance 1994.
- The Secretary of the Working Group Mr. Muazzam General Manager Projects PBIT would conduct literature review by collecting all studies reports etc from Competitive Support Funds, National Commodity Exchange Limited, State Bank of Pakistan, World Bank/IFC storage studies, SAM holding etc. these studies would form the basis of working paper for the next meeting to identify the issue, Challenges and he way forward.
- The Working Group would make a presentation to the Worthy Chief Minister Punjab in six weeks time with participation of the CPTMD Committee.
- Working Group would be provided support and assistance of relevant federal and provincial government agencies in this initiative to create proposed Punjab Agriculture Commodity Exchange Company.

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