



## **Mango Festival 2023**

**06-07 August**

**At PC, Lahore**



**Organized by:**

**MNS-University of Agriculture, Multan**

**The Tourism Development Corporation of Punjab**

**TEVTA, Government of Punjab**

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## INTRODUCTION

**The MNS University of Agriculture, Multan in collaboration with Tourism Development Corporation Punjab and TEVTA has organized the mango festival at PC hotel, Lahore with the purpose to promote the mango industry of Pakistan at national and international level. The primary objective of the festival is to connect academia, research institutions, agro-based industry, and farmers for the market development of mango fruit. In the exhibition, we showcased more than 30 mango varieties and more than 20 farms participated in the event. More than 15000 people and families attended the two days event. The Iranian Minister for Tourism along with Iranian Consulate General in Pakistan also visited the festival and showed interest in import of some specific local mango varieties.**



# PARTICIPANTS

1. Mai Da Baagh, Nakana Sahib
2. Green A. Services
3. Alizai Nurseries
4. MBAF/FBAF, JDW, Rahim Yar Khan
5. Shafique Laghari Mangoes, Rahimabad
6. Fruitagenic Multan
7. Multani Soghat Multan
8. Fruit Aisle Multan
9. M/S Farm to World Multan
10. MMA Mangoes Multan
11. Chawan Fruit Farms
12. Royal Chughtai Mangoes Multan
13. HK Farms Muzaffargarh
14. Dogar Fruit Farms Muzaffargarh
15. RFA Muzaffargarh
16. JK Farms Multan
17. Imdad Mango Farms
18. Faheem Foods
19. Umar Fruit Farms Multan



# OPENING CEREMONY



The inauguration of the Mango Festival was held on August 05, 2023, at the PC, Hotel Lahore. The chief guest of the inaugural ceremony was Secretary Tourism, archeology and Museum, Asif Bilal Lodhi. The Chief guest arrived at the venue and inaugurated the mango festival by cutting the inaugural ribbon. After the inauguration, he visited the mango varietal display and stalls of the participants and addressed the press conference. In the press conference, he stressed the importance of agricultural commodities especially mango in the economy of the country. He admired the MNS-University of Agriculture Multan and TDCP for organizing such impactful events and emphasized the continuity of these kinds of festivals.



## CLOSING CEREMONY

- The event was ended with distribution of souvenirs from Usman Ali, Managing Director TDCP and Additional Secretary Agriculture to participants and visit of Iranian Minister for Tourism and Trade.
- The guests appreciated the efforts of MNS-University of Agriculture Multan and TDCP for providing this entertainment and business opportunity.
- The farmers got access to the high-end market and made significant cash sales at higher prices through the provision of value-added mangoes and also received online orders for future transactions.
- An overwhelming public response was received owing to highly attractive, entertaining, and business-oriented activities.



# SHIELD DISTRIBUTION CEREMONY



## KEY TAKE AWAYS

- Mango festival attracted academia, research institutions, mango growers, policymakers, industrial personnel, exporters, and the public which showed the nation's strong resolve toward the growing mango industry.
- The allure of mango fruit deserves to be culminated at an international level with the inclusion of foreign embassies and declaring nation-wide mango festival leading to high end foreign markets for Pakistani mango.
- The Iranian Minister for Trade and Tourism, Syed Ezatullah along with Iranian Consulate General Pakistan has visited the festival and showed deep interest in some local mango varieties for import to Iran.

## Different Stalls and Activities





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