

Industrialists want 'Made in Pakistan' branding for citrus exports

"Made in Pakistan" should be a hallmark for five industrial export sectors, members of export-oriented industrial sectors emphasised.

The industrialists and businessmen believe "this will end the forgery on an international level where Pakistani products are being re-exported in the name of forging exporters."

"Value-addition has been introduced in the fruit sector especially in citrus for reaping benefits of the huge production we have in the country. In this connection, business deals among different juice extraction and manufacturing companies of various countries and our exporters are in the making. However the brand name should be there to maximize full export earning benefits," exporters asserted.

TDAP is doing its job to promote Pakistan's brands in different countries through the exchange of trade delegations, representatives in various renowned trade fairs, export promoting conferences and by hosting seminars on different issues.

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