

5. Evening Reception

In the evening, 2 brothers in the indentor trade (Bilal and Anis Majeed), were quite interested in both Rose and Lairds. They had brought in Hungarian green pea, and some U.S. and Canadian greens also (total 2500 MT). They owned one pulse mill in Karachi, and acted as both indentors and sellers.

We also watched the Western Canada Pulse Growers' Association video. In future emphasis could be more product oriented as opposed to being research and production oriented. Attendance was less than anticipated but very good considering the timing of the mission at the tail end of Ramadan. We had a round table discussion with Waheed and Azhar. Waheed expressed the opinion that in a land of meat eaters, there is a possible trend, among the middle class at least, toward diet consciousness. This opens a possibility for premium quality pulses through the supermarket system.

The economy in Pakistan appears to be very dynamic. We also discussed the possibility of moving products through the Khyber Pass into Afghanistan, Uzbekistan, Tadhzikistan and Kazakhstan. This is a natural trade route.

Waheed also discussed the possibility of developing a "brand name" canola marketing strategy in Pakistan. He expressed frustration with the canola industry in Canada on this point. The Canadian industry does not seem to want to focus on the Pakistani oil market. We agreed to follow up on this point later. Consumer surveys in Pakistan were very favourable toward canola. (This survey involved Henning Muendel of Lethbridge Agriculture Research Station.)

DAY 8 - Karachi

1. We visited Haroon Dada of Haji Ahmad Bros. Limited. He provided statistics on production and imports of pulses, supplied by USDA and others. He maintains newsletters on sugar and other commodities that can be brokered. Waheed said that this company is highly information oriented and maintains computer databases for record keeping of supply/demands, imports, production etc. They were one of the first companies to start using computers. Places emphasis on reliable suppliers and contacts.

2. We then visited a Haji Hasham Group that is capable of importing large quantities F.O.B. They have diversified interests in finance, textiles, sugar, tobacco, rice, industrial alcohol, molasses. They have a London office. Price is the key. Also involved in Pakistan trade in central Asia.