

25. In Pakistan 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.
26. Pakistan offers the possibility of moving products through the Khyber Pass into Afghanistan, Uzbekistan, Tadjikistan and Kazakhstan - a natural trade route.

RECOMMENDATIONS

1. Both the Indian and Pakistan markets should be explored at the same time. Any Canadian company visiting the region should plan visits to both Bombay and Karachi. (2 hours flying time between the two cities) (Follow-up CSCA/EAITC)
2. A targeted newsletter should be developed to inform potential customers of Canadian supply/quality situation. (Follow-up CSCA)
3. Canadian companies interested in the market should follow-up with potential clients to benefit from mission. (Follow-up CSCA/EAITC)
4. Develop a "Guidelines For Pulse Exporters to India and Pakistan". (Follow-up CSCA/EAITC)
5. Develop a liaison with Importers Association in Bombay. (Follow-up CSCA)
6. Future missions should consider using a seminar approach. Seminars should be flexible in design (modules) to be able to target a specific audience eg. importers vs researchers. (Follow-up CSCA/WCPGA)
7. Utilize Canadian pulses in future promotion/trade events (eg. luncheons and receptions) for all sectors. Pulses to be supplied by industry. (Follow-up EAITC/CSCA/WCPGA)
8. Develop an action plan to ensure appropriate follow-up and identify future marketing initiatives in India and Pakistan. (Follow-up CSCA/WCPGA/EAITC)
9. The possibility of developing brands should be considered by companies wishing to differentiate their product in the Indian market. (Follow CSCA)
10. All contacts made should be sent a follow-up letter, and where appropriate, a copy of the new "Pulses from Canada" bubble pack. (Follow-up CSCA/WCPGA/EAITC)