



PRESS RELEASE

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Afghan Exports on Display at World's Largest Food Fair

KABUL, AFGHANISTAN | FEBRUARY 16, 2019 – Exporters of Afghan high-value horticultural exports will showcase their products for discerning international buyers this week at the world's largest food and beverage trade show.

A total of 27 agribusinesses will display Afghanistan's finest fresh/dried fruits, saffron, nuts, spices, vegetables and juices at the five-day Gulfood exhibition, which starts February 17 in Dubai. Another 25 non-exhibiting agribusinesses will also be in attendance to meet with prospective buyers and negotiate deals. Last year, Afghan agribusinesses inked \$27 million in signed and potential deals for Afghan high-value agricultural products.

"Gulfood has had a dramatic effect on our ability to generate overseas sales," said Bilal Ahmad, president of King Khan Ltd., a Kandahar-based fruit exporter. "Because of Gulfood we've been able to export 2,000 metric tons in horticultural products."

This is the ninth consecutive year that the United States Agency for International Development (USAID) has supported the participation of Afghan traders at Gulfood. Gulfood is the world's largest annual food and hospitality show. Now in its 24th year, the event comprises 1 million square feet of exhibition space for 5,000 exhibitors from the food, drink, foodservices and hospitality industries. Last year's exhibition saw more than 98,000 visitors from 193 countries.

Participation at Gulfood comes on the heels of successful USAID-supported events in New Delhi and Mumbai, India, and Almaty, Kazakhstan. In 2018, Afghan agribusinesses signed \$278 million in contracts for Afghan agricultural products.

USAID's Commercial Horticultural and Agricultural Marketing Program, Regional Agricultural Development Programs (North and East), Afghanistan Value Chains - High Value Crops/Livestock and Promoting Value Chains - West supported Afghanistan's participation in Gulfood this year.

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