

KARACHI - Pakistan mangoes could capture half of the market of Mauritius in the next five years due to its unique variety of tastes. Mango exporter Baber Durani said the country has been given an approval of exporting mangoes of 500 ton after it fulfilled the processing requirement at the standard level of Mauritius. The first shipment of 22 ton mangoes has been carried out of mangoes via sea recently whereas the shipment of rest of the consignments will be made in the coming weeks on supply schedule.

This is the first time in the country, that mangoes have been exported to Mauritius, which is a major breakthrough. This will allow us to explore a new lucrative market in the world, he added.

Furthermore, the prices we offer to the new market are surprisingly half of the current market rate in Mauritius, he added. Detailing the dynamics of Mauritius market, Durrani said that Pakistan's mango is available at \$1.5 dollar per kg in the new market whereas mangoes of different countries are being sold at \$3 per kg.

Durrani added that the mangoes of Pakistan have gained tremendous response on the arrival of first consignment through its showcasing event which is a big achievement not only for the company also for Pakistan as well.

The introduction of Pakistan's mangoes is breakthrough for exports in fruits sector of country because it will not only expand the scope of exports to different countries in future but it will also help earning handsome foreign exchange for the national exchequer, he added.

Courtesy: Nation