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The business community of Pakistan and Brazil can boost co-operation in the poultry, as Brazil is one of the biggest importers of 'Halal Chicken' in the world. This was stated by Ricardo Santin, Market Director of the Brazilian Poultry Association in a talk "Brazil's poultry industry: building partnerships around the world." {loadposition content_adsense300}The event was organised jointly by the Embassy of Brazil and The Brazilian Poultry Association. A large number of businessmen related to poultry sector attended the talk. Ricardo said there was great potential in Pakistan's poultry sector to grow. He said consumption of chicken in Pakistan was comparatively low. "If a Pakistani consumes 22kg chicken annually, it requires 3.5 million ton chicken to meet the demand. This can generate \$6 billion business locally and internationally", he estimated.

He further disclosed that officially Pakistan banned import of 'Halal Chicken' from Brazil, but they were importing chicken in a large quantity to Saudi Arabia. He said the import of Brazilian chicken increased to EU, China and Japan despite competition from US, Chilli and other countries.

Responding to a question, he said Brazilian companies were not only importing healthy chicken to other countries but also feed for them. He said an estimated 22 million tons of soybean and 21 million tones of corn were exported last year as chicken feed. He further disclosed that with the help of technology and ways of chicken production, it prevented the chicken from widely spreading Avian Influenza (Bird flu) infection. He also invited Pakistani businessmen to attend a poultry conference in August 2103. SIAV-International Poultry Show will have its first edition in 2013 and it will have the 23rd Brazilian Poultry Conference, the most important event of the Brazilian poultry sector which will bring together all links of the poultry production chain, from CEOs and leaders, buyers, technicians, producers, researchers, retailers to politicians.</p> <p>◆</p> <p>Courtesy: Business Recorder</p>