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DEPARTMENT OF AGRICULTURE & COOPERATIVES (DOA&C) AND EU FUNDED RBWRP (TA) EXHIBITED BALOCHISTAN FOOD PRODUCTS AT WORLD FOOD ISTANBUL



2 - 5 September 2025

TUYAP Fair Convention & Congress Center, Istanbul





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WorldFood Istanbul, which is the international meeting point of the Turkish food industry, and international products to introduce many new products to the food world with the participation of more than 1,000 brands at TUYAP Fair, Convention and Congress Center between September 2 - 5, 2025.



155

Countries



72,864

Visitors



%26

International Visitor
Ratio



900+

Hosted Buyers



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BALUCHISTAN DRIED FOOD PRODUCTS CAUGHT THE ATTENTION OF THE INTERNATIONAL BUYERS

 **WorldFood**
Istanbul

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Balochistan Dried Food Products were displayed at a stall organized by RBWRP TA. The Balochistan dried food products remained in the Limelight in the category of “dried food products” and caught immense interest of the int. buyers. A large section of the traders visited the Balochistan Food stall. The DOA and RBWRP TA Team briefed about the inherent quality of the Balochistan Food Products with unmatched natural taste and aroma.





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MARKET RESEARCH REGARDING Int. MARKET PRICING, PACKAGING AND BRANDING OF BALOCHISTAN FOOD PRODUCTS -



The Balochistan Team conducted market research regarding Int. Market pricing of dried food products. Attended Food Arena workshops and explored the buyers' specific requirements. The DOA and RBWRP TA will continue their support and TA to the Balochistan Farmers Market Collectives (FMCs) to raise the level and visibility of the Balochistan products.





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POSITIVE EXPRESSION OF THE INTERNATIONAL TRADERS FOR BUYING BALOCHISTAN FOOD PRODUCT – WAY FORWARD AND PREPAREDNESS



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The Pnjgoor Dates, Loralai Amland's and Dried Mulberry, Apricots and Sesame were high in demand

DOA and TA through Farmers Market Collectives FMCS, will provide capacity building in Supply chain management and establish linkages with potential enterprises with the help of RBWRP TA and Turkish Counterpart in Istanbul.

The dried food products produced by Women Enterprises seek good visibility such as dried onion, apples and tomatoes and visited with METRO Istanbul for better market exposure.

DOA and RBWRP TA will continue to provide TA to the women groups in product packaging, labeling, traceability and branding as indicated by the Int. buyers.

Market linkages development will continue a priority agenda by the DOA Directorate of Ag Extension in collaboration with EU funded RBWRP TA.

DOA and RBWRP TA will provide capacity building support to the FMCS in trade linkages development, packaging and branding of the products. **The Balochistan products were very much welcomed and qualify for the international markets with a little fine tuning.**

