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# COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

## Gulfood Exhibition - Activity Report



*Afghan traders and representatives from CHAMP, the Kabul Chamber of Commerce and other stakeholders are shown at the ribbon-cutting ceremony launching the Afghanistan Pavilion at the Gulfood Exhibition in Dubai, UAE. Supported in part by CHAMP, the Afghanistan Pavilion drew thousands of visitors and yielded more than \$8 million in signed contracts for Afghan traders.*

# **COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)**

## **Gulfood Exhibition - Activity Report**

Cooperative Agreement Award: No. 306-A-00-10-00512-00

Cooperative Agreement Recipient: Roots of Peace

Period of Cooperative Agreement: February 1, 2010 - December 31, 2014

Amount of Cooperative Agreement: \$40,320,139

Agreement Officer Representative: Tasal Zamaryalai

### **CHAMP CONTACT INFORMATION**

Rod Carvajal  
CHAMP Chief of Party  
Rod.Carvajal@rootsofpeace.org

Gary Kuhn  
President, Roots of Peace  
Gary@rootsofpeace.org

Heidi Kuhn  
Founder and Chief Executive Officer, Roots of Peace  
Heidi@rootsofpeace.org

This report is intended to provide USAID and other stakeholders with a monthly progress report on the Commercial Horticulture and Agricultural Marketing Program (CHAMP). Produced to meet the requirements of the CHAMP Cooperative Agreement, the report lists achieved results and describes the context of operations, implementation processes, and program and environmental changes.

### **DISCLAIMER:**

The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

## Executive Summary

CHAMP supported the participation of seven Afghan traders at the Gulfood Exhibition in Dubai, February 23-27, 2014. The CHAMP team assisted with the design and set-up of the booth, as well as with all related administrative and procurement aspects. CHAMP provided traders with adequate facilities during the event so they could display product samples and conduct meetings with buyers. Moreover, CHAMP organized visits to the Al Aveer fresh fruit and vegetable market and the Al Ras dried fruit and saffron market to expose the traders to international import market standards. CHAMP also helped the traders in meeting other Gulfood exhibitors for purposes of developing commercial linkages, and assisted them in the coordination of trial shipments.

In coordination with the USAID/Afghanistan Trade and Revenue (ATAR) project and USAID/Financial Access for Investing in the Development of Afghanistan (FAIDA) project, CHAMP rented a 51 sq. meter booth to promote Afghan products at the World Trade Center. The costs associated with the aforementioned activities was shared by CHAMP, ATAR and FAIDA.

During the five days of exhibition, the seven traders supported by CHAMP generated 207 MTs of confirmed deals within the CHAMP value chain worth nearly \$750,000. The traders signed additional contracts for 377 MTs of items valued at nearly \$5 million outside of the CHAMP value chain, such as figs, walnuts and pistachios.

## Background - The Gulfood Exhibition

Now in its 25<sup>th</sup> year, the Gulfood Exhibition is the largest food and beverage industry trade event in the world. Gulfood provides a forum for exporters to showcase their products before a global audience of buyers. The exhibition also features informative conferences providing attendees with opportunities to learn about the latest business trends and new products in the food and beverage sector.

In 2014, more than 120 countries were represented at the event. The exhibition was attended by more than 77,609 business visitors in the beverage, fresh and dried fruit, restaurant supply, hospitality and other food-related sectors. More than 4,500 exhibiting firms from 120 countries and over 20,000 brands set up booths at the event. The event encompasses a total area of 100,898 square meters in the Dubai World Trade Center, United Arab Emirates.

Reflecting the global profile and importance to exporters, many agricultural and export ministers attend the show to support their countries' participation. These included: Afghanistan, Algeria, Argentina, Australia, Canada, Colombia, Denmark, Egypt, Ethiopia, Indonesia, Iran, Ireland, Korea, Lebanon, Limpopo, Lithuania, Northern, Ireland, Sri Lanka, Taiwan, Thailand, Turkey, UAE, United Kingdom and the USA.

(See [Annex 1 – Gulfood Press Release](#))

## The Afghanistan Pavilion

CHAMP participated in Gulfood as part of a collaboration with the USAID/Afghanistan Trade And Revenue (ATAR) project and the USAID/Financial Access for Investing in Development of Afghanistan (FAIDA) project. The purpose of the activity was to increase exports for Afghan produce and reinforce in the public mind Afghanistan's position as a producer of high-quality natural/organic fresh and dry fruits,

vegetables, nuts, saffron and fruit juice and fruit concentrate. This was CHAMP's second year to support Afghan traders at the Afghanistan Pavilion. In 2013, the first year Afghanistan was represented at Gulfood, traders brought in \$2.3 million in signed contracts.

The activity had three objectives:

- Export promotion of Afghanistan products.
- Strengthening business relations of Afghanistan fruit and vegetable producers and traders with new buyers/importers and/or consumers.
- Increasing the export of Afghanistan fruits and vegetables to the existing and new markets

Working with ATAR and FAIDA, CHAMP rented a 51-sq. meter booth at the Trade Center Arena (TCA) Hall for creating the Afghanistan Pavilion, which would allow 21 Afghan companies to display their products. CHAMP assisted in designing the booth and creating all necessary publicity materials, such as Gulfood invitations, a product catalogue and a booth video presentation. Total cost of the pavilion was \$56,980 (see Table 1 below). This cost was divided equally between CHAMP, ATAR and FAIDA.

Item	Amount
Booth construction and design	\$18,500
51 square meter exhibition booth rental	\$24,936
Mandatory insurance and Internet listing	\$11,243
Gulfood invitations and trader catalogue (printing)	\$1,823
Transportation/maintenance	\$478
<b>Total</b>	<b>\$56,980</b>

**Table 1 – Gulfood Expenses**

CHAMP supported seven Afghan traders (four from Kabul and three from Kandahar) to participate in the exhibition (see [Annex 2 – CHAMP-Supported Traders](#)). The purpose of supporting the traders was to:

- Increase participants' potential to identify new buyers for direct sales to retailers, wholesalers and/or logistic agents.
- Enhance participants' understanding of the latest trends and know-how in post-harvest handling of fresh produce, including storing, grading, packing and shipping to meet market demands.
- Enable participants to identify opportunities to work together when developing sales strategies for large and more competitive international markets.

CHAMP and its collaborating organizations provided all facilities and services during the exhibition. CHAMP assisted the traders in conducting business-to-business (B2B) meetings throughout the exhibition as well as helping the traders identify opportunities for placing their products in international markets. CHAMP also assisted Afghan traders in visiting local packing facilities and wholesale markets to gain a better appreciation of international import standards.

## Preparations

CHAMP's Marketing Officer, Ahmad Seyar Soroush was responsible for event coordination, monitoring construction of the booth and making travel arrangements for the visiting traders. Exhibitors were briefed on the rules and regulations of Gulfood related to their participation. The exhibitors were assisted on how to display their products in the showcases in order to gain the greatest visibility during the event.

The exhibition was inaugurated by United Arab Emirates Prime Minister Sheikh Mohammad Rashed Al Maktoum on February 23, 2014 (see [Annex 1](#)). The ribbon-cutting ceremony for the Afghanistan Pavilion was carried out by Chairman of the Kabul Chamber of Commerce and Industries (KCCI) Haji Mayel Khairkhwa and representatives from CHAMP, ATAR and FAIDA. The event was covered by Voice of America TV (Ashna). After the official inauguration, Afghanistan pavilion was opened to the public.

## The Gulfood Exhibition

KCCI Chairman Haji Mayel Khairkhwa consulted with the participants on arranging products on display shelves and how to interact with potential buyers during negotiations to maximize sales. As visitors began inspecting the goods on display in the Afghanistan Pavilion, the Afghan exhibitors were provided with language assistance and regular support during deal-making situations. On the first day of the exhibition the Afghan exhibitors held numerous B2B meetings with buyers and importers.

On the second day of the exhibition, CHAMP brought Afghan traders on a visit to the Al Aweer Fruit and Vegetable Wholesale Market. The market is one of Dubai's largest, comprising seven square blocks. During this visit, Afghan traders were familiarized with import market requirements, such as sorting, grading and packaging of fresh fruits. On the same day, the Afghan traders visited the Al Aweer cold storage facility. The traders were shown improved processing and packaging methods for fruits that are imported from different countries. The traders reported that the visit gave them important information on packaging fruit for international shipment in a manner that resists product damage and waste, hence yielding higher profits.

On the third day of the exhibition, CHAMP provided Afghan dry fruit/saffron traders with a tour of the Al Ras dry fruit and saffron wholesale market. Here the traders were shown different methods used for sorting, grading, labeling and packaging of dry fruits and saffron. During this site visit, Al Ras importers emphasized the opportunities that exist for Afghan traders due to the market demand for Afghanistan dry fruits in the UAE, especially raisin, pistachio and almond. The importers expressed interest in purchasing Afghanistan dry fruits and requested for samples for future consideration.

For a list of deals signed during each day of the exhibition, please see [Annex 6 – Gulfood Daily Reports](#).

## Results

The Afghanistan Pavilion received approximately twice the amount of interaction from potential buyers as the 2013 pavilion. During the five days of the exhibition, deals were negotiated with buyers from Saudi Arabia, UAE, Spain, Malaysia, China, Turkey, Bahrain, India and the U.S. for raisins, figs, almonds, pistachios, dried apricots, pine nuts, saffron and fruit juice.

The seven traders supported by CHAMP generated 207 MTs of confirmed deals within the CHAMP value chain worth nearly \$750,000. The traders signed additional contracts for 377 MTs of items valued at

nearly \$5 million outside of the CHAMP value chain, such as figs, walnuts and pistachios. The number of contracts earned was more than triple the amount won at Gulfood 2013 (see table below).



**Table 2 – Comparison of Results - Gulfood 2013 and 2014**

Additionally, CHAMP traders made potential deals valued at \$14,875,900 for 1,719 MT in dried fruit (see [Annex 3 – Signed Gulfood Contracts](#)). These deals are still in discussion and will be reported in upcoming CHAMP Monthly Reports.

#### ***Summary of Confirmed Deals, by Trader***

- **Ehsan Osman Ltd** had a confirmed deals worth \$4.8 million for 448 MT in dried fruits (raisins, almonds, pistachios, dried apricots and mulberries) as well as potential deals valued at \$6,569,900 for another 1,434 MT.
- **Zemarai Rasoly Ltd** made potential deals valued at \$2.5 million for 200 MT of dried apricots, almonds, pistachios, pine nuts and walnuts.
- **Ahmad Rahimi Ltd** made one confirmed deal of \$140,000 for 24 MT of raisins and figs, as well as a potential deal of \$396,500 for 73.5 MT.
- **Nazir Afghan Ltd** made a confirmed deal of \$182,500 for 36 MT of walnuts, almonds, raisins, pine nuts and dried apricots and a potential deal of \$359,000 for 47 MT.
- **Abdul Rahim Sadat Ltd** from Kandahar made a potential deal of \$84,000 for 44 MT of grapes and melons.
- **Hekmatullah Nusrat Shuaib Ltd** and **Baba Wali Sahib Ltd** did not make any specific deals for their fresh fruit owing to the absence of fruit samples related to the crop calendar.

Two weeks after the conclusion of Gulfood, the traders were presented with Certificates of Participation at a luncheon attended by representatives from CHAMP, ATAR, FAIDA, USAID and other stakeholders. During the luncheon the traders provided input on their experiences at Gulfood (see [Annex 8 – Luncheon Minutes](#)).



A Gulfood success story video was approved by USAID and can be seen at <http://youtu.be/l4stEzpPjYw>.

## Conclusion

Gulfood provided a unique opportunity for Afghan traders to win contracts with importers from around the world. Traders were immersed in what was for many of them an unfamiliar milieu of aggressive negotiation and deal-making. Visits to wholesale markets and packing centers provided an invaluable education in the international packing, sorting and grading standards required by international importers. Moreover, the event provided a platform for advertising the positive qualities of Afghan export produce for the international food and beverage community. The event opened new international markets for Afghanistan fresh and dry fruits and provided numerous opportunities for future leveraging.

## Challenges and Lessons Learned

During the exhibition, the Afghan traders were engaged with multiple visitors and did not have time to fully discuss their deals with the large number of international buyers who visited the Afghanistan Pavilion. In the future, a larger booth space may be necessary to provide ample room for traders to bring additional representatives to Gulfood.

In dealing with world buyers, the Afghan traders often found themselves confronted with aggressive styles and tactics of negotiation for which their limited language and education often left them unprepared. Future support of traders might show improved results if undertaken in tandem with a short course in brokering successful trade deals.

Based on input at the post-event luncheon held at the Roots of Peace office on March 16, 2014, the traders made the following observations:

- Many traders could not sign contracts with foreign buyers owing to the absence of international food certification in Afghanistan.
- Banks need to provide greater support to traders.
- Requested additional follow-up meetings on the deals that are signed.
- Packaging in Afghanistan has improved, but does not always meet international standards.
- Access to refrigerated containers and cold storage is vital.
- Foreign buyers liked the organic products but they said there was too much dust on the produce. But if the farmers use chemicals then it is no longer organic.
- Lack of space at the Afghanistan Pavilion was an impediment.
- Urged more meetings between traders and USAID to share challenges and solutions.
- Cited problems at Kabul International Airport. Delays in customs clearance result in product spoilage and waste.
- Traders are unable to obtain visas to many countries where travel would boost contracts.

## Recommendations

The success of Afghan traders at Gulfood points to a watershed moment in Afghan fruit and nut exports. With improvements in quality, transportation logistics and post-harvest handling (such as packaging, sorting and grading), Afghan exports are now positioned to enter new markets throughout the region and around the world. CHAMP suggests arranging specific matchmaking and information gathering events in a variety of other countries. The events can include international buyers, commission agents, supermarkets representatives, and major retailers.

As these events increase, however, sustainability should be kept in mind so that Afghan traders can gradually become more self-reliant. CHAMP strives to achieve sustainability in all of its programs and results. Six of the seven traders confirmed that based on the positive results of Gulfood 2014 they are interested in collectively joining efforts to rent space and sponsor an Afghan booth in 2015. Just as progressively higher copayments are required by beneficiaries of improved raisin drying facilities or cool rooms, participation by Afghan traders should become more prominent at future trade shows. One scenario would have participants incur all of the booth and related costs, with CHAMP providing the necessary technical assistance before and during the event. In another scenario, CHAMP might also cover the cost of booth design and construction (which is roughly half of the cost of the booth) with participants picking up the cost of space rental.



# Annex I – Gulfood Press Release

## [HH Sheikh Hamdan Bin Rashid Al Maktoum Opens Gulfood 2014](#)

23 Feb 2014

*World's largest annual food and hospitality show welcomes record numbers of exhibitors, trade officials and industry leaders from 120 countries-*

*-Inaugural World Food Security Summit opens-*

### **Dubai, United Arab Emirates**

Gulfood 2014 was inaugurated this morning (Sunday) by H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry, in the presence of H.E Helal AlMarri, CEO, Dubai World Trade Centre (DWTC) and Director General, Department of Tourism & Commerce Marketing (DTCM), country ministers, ambassadors and dignitaries from around the world, highlighting the importance and stature of the world's biggest annual food and hospitality industry trade show.



Gulfood welcomed tens of thousands of trade visitors from around the world on its opening day at the Dubai World Trade Centre (DWTC). With a record 113,398m<sup>2</sup> in exhibition space and 4,500 companies from 120 countries participating, Gulfood 2014 is the largest and most international edition in the event's history.

“This year's record participation at Gulfood comes as Dubai's position as the regional hub for hospitality, trade and tourism is accelerated by the emirate's confirmed hosting of the World Expo in 2020, which is fuelling further market growth opportunities for the global foodservices industry. Gulfood has grown consistently over the last 27 years to become a significant driver for global food and beverage markets and is a key enabler in Dubai's status as an international events destination and trading hub”, said Trixie LohMirmand, Senior Vice President, DWTC, organiser of Gulfood.

The inaugural World Food Security Summit - a Gulfood Leaders Event, welcomed over 300 high-ranking ministers, industry thought leaders, government representatives and sector-specific



visionaries, to address the importance of securing a stable, cost-effective and safe supply of food for the world's growing population.

Organised with the official support of the Ministry of Water and Environment, the Summit was opened by H.E. Engineer Saif Al-Shara, Assistant Undersecretary, Agricultural Affairs and Animal Sector, who delivered a keynote address on the state of food security in the UAE and the Middle East, as well as the challenges in securing the region's future food supplies.

Welcoming the participants at the Summit, His Excellency said: "We are proud to be hosting this global summit in the UAE, and hope our discussion will enrich the ongoing global dialogue to improve the world's food security situation. There is no doubt that this is a global priority and the contribution and commitment from all parties participating in this significant summit will help feed the world's population in the future."

Highlighting Dubai's position as a primary global trading hub for the international halal food industry, Gulfood 2014 welcomed hundreds of the world's leading halal manufacturers, processors and distributors from over 50 countries convening at the first Halal World Food, an exhibition that instantly establishes a market-leading position as the world's biggest annual halal food sourcing trade show.

A line-up of innovative features addressing the latest trends in the industry will take place during Gulfood including the fifth edition of the Gulfood Awards, the Innovation Gallery that showcases groundbreaking elements recognised by the Gulfood Awards, the Gulfood Franchising Conference, the first Barista Bonanza and Coffee Council, and the inaugural Tea House that celebrates Dubai's position as the largest re-export hub for tea.

Leading local, regional and international companies and brands participating at Gulfood include Almarai, Nestle, PreGel, Sunbullah, Nadiya, Transmead, RAK Porcelain, Del Monte, Manitowic, Iffco, HSA, Agthia, Truebell, Chef Middle East, Choitrams and EMKE Group.

To assist the more than 80,000-plus trade visitors expected to attend, the show's layout has been refined into geographic zones to ensure easy navigation and convenient access. The extensive floor plan and exhibitor guide is also included on the Gulfood app (<http://www.gulfood.com/Content/Gulfood-Mobile-App>) which is free for download to both iPhone and Android devices.

Gulfood is the first business event of the inaugural Dubai Food Festival, taking place across the Emirate from 21 February to 15 March, 2014. For more information on Dubai Food Festival, please visit [www.dubaifoodfestival.com](http://www.dubaifoodfestival.com).

Gulfood 2014 is strictly a trade-only event and is open to business and trade visitors from within the industry only. The show is open 11am-7pm from February 23-26 and 11am-5pm on February 27. The onsite entry fee is AED250 (US \$ 66.65). For more information, please visit [www.gulfood.com](http://www.gulfood.com).

-Ends-

## Annex 2 – CHAMP-supported traders

Company Name	Contact Person	Position	Contact No.	Email	Area of Activity	Location
Ehsan Osman Ltd	Haji Zarjan	President	0776-869644	n.a.	Dry Fruit	Kabul
Zemarai Rasoly Ltd	Haji Zemarai	President	0777-755555	<a href="mailto:rasoli786@gmail.com">rasoli786@gmail.com</a>	Dry Fruit	Kabul
Nazir Afghan Ltd	Bilal Ahmad	President	0700-300597	<a href="mailto:NazirafghanLtd@yahoo.com">NazirafghanLtd@yahoo.com</a>	Dry Fruit	Kandahar
Ahmad Rahimi Ltd	Bashir Ahmad	Vice President	0700-855963	<a href="mailto:Sami_Rahimi@yahoo.com">Sami_Rahimi@yahoo.com</a>	Dry Fruit	Kandahar
Abdul Rahim Sadat Ltd	Saifullah	President	0786-041535	<a href="mailto:abduhrahim_sadat@yahoo.com">abduhrahim_sadat@yahoo.com</a>	Fresh Fruit	Kabul
Hekmatullah Nusrat Shoaib Ltd	Abdul Qudos	President	778-990901	n.a.	Fresh Fruit	Kabul
Baba Wali Sahib Aziz Ltd	Saifullah	President	0700-301952	<a href="mailto:babawali_azizcoltd@yahoo.com">babawali_azizcoltd@yahoo.com</a>	Fresh Fruit	Kandahar

## Annex 3 – Signed Gulfood Contracts

Company	Product	Amount in MT	Price per MT	Total contract value	Country
<b>Contracts within the CHAMP value chain</b>					
Ehsan Osman	Raisin	18	\$2,000	\$36,000	Malaysia
Ehsan Osman	Raisin	36	\$2,000	\$72,000	Malaysia
Ehsan Osman	Raisin	72	\$2,000	\$144,000	Saudi Arabia
Ahmad Rahimi	Black raisin	14	\$5,000	\$70,000	India
Nazir Afghan	Black raisin	20	\$5,000	\$100,000	India
Nazir Afghan	Dried apricot	11	\$4,500	\$49,500	India
Zemaray Rasoly	Dried Apricot	18	\$5,000	\$90,000	Dubai
Zemaray Rasoly	Almond	18	\$10,000	\$180,000	Iran
<b>Subtotal</b>		<b>207</b>		<b>\$741,500</b>	
<b>Contracts outside of the CHAMP value chain</b>					
Ehsan Osman	Mulberry	10	\$9,000	\$90,000	Malaysia
Ehsan Osman	Pine nut	30	\$15,000	\$450,000	China
Ehsan Osman	Pine nut	22	\$15,000	\$330,000	Bahrain
Ehsan Osman	Pistachio	100	\$22,000	\$2,200,000	Turkey
Zemaray Rasoly	Pistachio	18	\$23,000	\$414,000	Turkey
Zemaray Rasoly	Pistachio	22	\$18,000	\$396,000	Iran
Ehsan Osman	Walnut	100	\$9,000	\$900,000	Turkey
Ehsan Osman	Walnut	60	\$9,000	\$540,000	China
Nazir Afghan	Caraway seed	2	\$6,000	\$12,000	India
Nazir Afghan	Fig	3	\$7,000	\$21,000	India
Ahmad Rahimi	Fig	10	\$7,000	\$70,000	India
<b>Subtotal</b>		<b>377</b>		<b>\$5,423,000</b>	
<b>Total</b>		<b>584</b>		<b>\$6,164,500</b>	



## Annex 4 – Selected Photos



*The Afghanistan Pavilion, funded by USAID through the collaboration of CHAMP, FAIDA and ATAR.*



*An Afghan trader offers a potential buyer a sample of dried fruit and nuts on display at the Afghanistan Pavilion.*





*Potential Gulfood buyers negotiate a potential deal for almonds at the Afghanistan Pavilion.*



*International buyers examine the quality of Afghan saffron at Gulfood 2014.*



*Visitors to the Afghanistan Pavilion at Gulfood 2014.*



*Saudi Arabian buyers query a dried fruit and nut trader on sorting and grading.*





*Jollen Jie from Tianjan, China, signs a deal for Afghan walnuts at Gulfood 2014.*



*Afghan traders exhibiting at Gulfood visit a wholesale produce market to see examples of international produce quality and packaging.*



*Afghan traders exhibiting at Gulfood are taken on a tour of a Dubai cold storage facility to better understand the international import process.*



*Aerial view of the Afghanistan Pavilion.*





*Turkish visitors to the Afghanistan Pavilion*



*A Saudi Arabian buyer signs a contract for Afghan raisins.*

## Annex 5 – USAID Press Release



# PRESS RELEASE

**FOR IMMEDIATE RELEASE:** March 2, 2014

## **Afghan Traders Ink More Than \$8 Million In Deals At Gulfood**

**KABUL, AFGHANISTAN** – Afghan companies signed contracts worth more than \$8 million for the country's high-quality agricultural produce with international buyers during the five days of the Gulfood Exhibition in Dubai.

Gulfood was held from Feb. 23-27 at the Dubai World Trade Center. It is the world's biggest annual food exhibition with 4,500 exhibitors and tens of thousands of buyers and visitors attending.

Twenty-one Afghan traders, almost half Afghan businesswomen, displayed pomegranates, juices, apples, saffron, dried fruit, and nuts at the event.

Importers from Saudi Arabia, the United Arab Emirates, Spain, Malaysia, China, Turkey, India, Bahrain and the United States signed more than \$8 million dollars' worth of contracts for Afghan figs, pine nuts, dried apricots, walnuts, almonds, juices, and saffron. Afghan traders signed deals more than \$2.3 million at the 2013 Gulfood exhibition.

Afghan agri-businesses participate in Gulfood with the support of United States Agency for International Development (USAID). This year USAID rented and designed Afghanistan's Pavilion, developed promotional materials and supported the traders in deal negotiations.

Agricultural produce, including fresh fruit, dried fruit, and nuts, comprised about one third of Afghanistan's exports in 2013.

*For more information about USAID's programs and interview requests, please contact: Senior Development, Outreach and Communications Officer Stefan Korshak (0702-626255) [KabulAIDdoc@usaid.gov](mailto:KabulAIDdoc@usaid.gov), <http://afghanistan.usaid.gov>*

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*The American people, through the U.S. Agency for International Development, have provided economic and humanitarian assistance worldwide for more than 50 years."*



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## Annex 6 – Gulfood Daily Reports

Day I – February 23, 2014

Project	Afghan Company	Product	Amount/Kg	Price	Total	Buyer	Buyer's Location	Special conditions/notes
<b>Signed contracts</b>								
<b>CHAMP</b>	Ehsan Osman	Raisin	18,000	\$2	\$36,000		Malaysia	CIF Kabul
	Ehsan Osman	Mulberry	10,000	\$9	\$90,000		Malaysia	CIF Kabul
	Ehsan Osman	Walnut	60,000	\$9	\$540,000		China	CIF Kabul
	Ehsan Osman	Pine nut	30,000	\$15	\$450,000		China	CIF Kabul
<b>Total Signed Contracts</b>			<b>118,000</b>		<b>\$1,116,000</b>			
<b>GRAND TOTAL SIGNED CONTRACTS</b>					<b>\$1,116,000</b>			
<b>Potential Deals</b>								
<b>CHAMP</b>	Nazir Afghan	Figs	10,000	\$9	\$90,000	Urmin	India	FOB Delhi, India
	Nazir Afghan	Black Raisin	4,000	\$6	\$24,000	Green Farm Vietnam	Vietnam	FOB Delhi, India
	Ahmad Rahimi	Black Raisin	7,000	\$5	\$35,000	Cheda	Mumbai	FOB Mumbai, India
	Ahmad Rahimi	Apricot	3,500	\$5	\$15,750	Roy International	Rajput India	FOB Rajput India
	Ehsan Osman	Red Raisin	14,000				Lithuania	FOB Lithuania
	Ehsan Osman	Walnut	36,000				England	FOB England
	Ehsan Osman	Raisin	64,000				Netherlands	FOB Netherlands
	Ehsan Osman	Walnut	64,000				Netherlands	FOB Netherlands
	Ehsan Osman	Figs	300,000				Mumbai, India	FOB Mumbai, India
	Ehsan Osman	Raisin	180,000				Saudi Arabia	FOB Saudi Arabia
	Ehsan Osman	Raisin	198,000				Iran	FOB Iran
	Ehsan Osman	Almond	300,000				Yemen	FOB Yeme
	Ehsan Osman	Raisin	20,000				India	FOB Delhi, India
	Ehsan Osman	Nut	10,000				Delhi, India	FOB Delhi, India
Ehsan Osman	Pistachio	20,000				Moscow, Russia	FOB Moscow, Russia	

Project	Afghan Company	Product	Amount/Kg	Price	Total	Buyer	Buyer's Location	Special conditions/notes
	Ehsan Osman	Pistachio	12,000				Dubai	FOB Dubai
	Ehsan Osman	Mulberry	10,000				Dubai	FOB Dubai
<b>Total Potential Deals</b>			<b>1,252,500</b>		<b>\$164,750</b>			
<b>FAIDA</b>	Silver Butterfly Co	Saffron	500	\$1,800	\$900,000	V Ganesh Foods Pv	India	FOB India
		Saffron	24	\$1,800	\$43,200	Vishwas Impex Pvt	India	FOB India
	Active Mothers	Mushroom	2,000	\$10	\$20,000	Sadaf Food Pvt	USA	FOB Dubai
	Arman Saba Co, Ltd	Pistachios	2,000	\$18	\$36,000	Gainful Universal Food	Hong Kong	FOB Dubai
		Pine Nuts	3,000	\$18	\$54,000	Gainful Universal Food	Hong Kong	FOB Dubai
		Raisin	3,000	\$3	\$9,000	Heidari Trading	Iran	CIF Kabul
		Almonds	3,000	\$14	\$42,000	SEKERCI TAHIR Co	Turky	FOB Dubai
		Raisin	25,000	\$5	\$125,000	Virat Global	Mumbai, India	CIF Herat
		Walnuts	5,000	\$9	\$45,000	Al Yamamah Al Raedah	Oman	FOB Dubai
		Pine Nuts	3,000	\$18	\$54,000	Al Yamamah Al Raedah	Oman	FOB Dubai
		Raisin	1,000	\$5	\$5,000	Galaxy Int Trading	Vietnam	FOB Dubai
	Nigin Safron	Saffron	500	\$1,800	\$900,000	V Ganesh Foods Pv	India	CIF Kabul
			80	\$1,800	\$144,000	IMANMEHR CO	USA	CIF Kabul
			100	\$1,800	\$180,000	Main Grocer Inc	Canada	CIF Kabul
Foxtil Logistics	Dried Fruits	220	\$27	\$5,940				
<b>Total</b>			<b>48,424</b>		<b>\$2,563,140</b>			
<b>ATAR</b>	Benazir Saffron	Saffron	50	\$1,800	\$90,000		Spain	
		Saffron	120	\$1,700	\$204,000		Saudi Arabia	
	Ansar Saffron	Saffron	60	\$1,900	\$114,000		UAE	N.a.
<b>Total</b>			<b>230</b>		<b>\$408,000</b>			
<b>GRAND TOTAL POTENTIAL DEALS</b>			<b>\$1,301,154</b>		<b>\$3,135,890</b>			

## Day 2 – February 24, 2014

Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer Company	Buyer's Location	Special conditions/notes
<b>Signed contracts</b>								
<b>CHAMP</b>	Ehsan Osman	Pistachio	100,000	\$22	\$2,200,000	Batali	Turkey	FOB Istanbul, Turkey
	Ehsan Osman	Walnut	100,000	\$9	\$900,000	Batali	Turkey	FOB Istanbul, Turkey
	Ehsan Osman	Pine nut	22,000	\$15	\$330,000	Eehaa	Bahrain	Bahrain
	Nazir Afghan	Black raisin	20,000	\$5	\$20,000	Suraj Impex	Mumbai, India	FOB Mumbai
	Nazir Afghan	Caraway	2,000	\$6	\$12,000	Indian Kismis	Mumbai, India	FOB Mumbai
<b>Total Signed Contracts</b>			0		<b>\$3,462,000</b>			
<b>ATAR</b>	Benazir Saffron	Saffron	180	\$1,850	\$333,000	Raja Industries	India	
<b>Total Signed Contracts</b>			100,000		<b>\$333,000</b>			
<b>GRAND TOTAL SIGNED CONTRACTS</b>					<b>\$3,795,000</b>			
<b>Potential deals</b>								
<b>CHAMP</b>	Zemaray Rasoly	Pine nut	5,000				Dubai	FOB Dubai
	Ehsan Osman	Raisin	36,000				Yemen	FOB Yemen
	Zemaray Rasoly	Almond	22,000				Tunisia	FOB Tunisia
	Zemaray Rasoly	Walnut	12,000				Egypt	FOB Egypt
	zemaray Rasoly	Raisin	10,000				India	FOB Delhi, India
	Zemaray Rasoly	Almond	12,000				Yemen	FOB Yemen
	Zemaray Rasoly	Pistachio	22,000				Turkey	FOB Turkey
	Zemaray Rasoly	Almond	10,000				India	FOB Delhi, India
	Zemaray Rasoly	Pistachio	10,000				India	FOB Delhi, India
<b>Total Potential Deals</b>			<b>139,000</b>		<b>\$0</b>			
<b>FAIDA</b>	Active Mothers	Mushroom	3,000	\$10	\$30,000	Fruits Carden Trading LLC	UAE/Dubai	FOB Dubai
	Arman Saba Co, Ltd	Pistachios	2,000	\$25	\$50,000	Abdulaziz M. Al - Muaina Group	Dubai	FOB Dubai
		Raisin	3,000	\$4	\$12,000	Abdulaziz M. Al -	Dubai	FOB Dubai

Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer Company	Buyer's Location	Special conditions/notes
						Muaina Group		
		Pine Nuts	3,000	\$27	\$81,000	Middle Eastern Trading LLC	Dubai	FOB Dubai
	Nigin Saffron	Saffron	12	\$1,800	\$21,600	Spice & CO	Australia	CIF Kabul
			3	\$1,800	\$5,400	Al Ghurair Resources	Dubai	CIF Kabul
			5	\$1,800	\$9,000	RCA Exim Private Ltd	India	CIF Kabul
	Foxtil Logistics	Pistachios	30,000	\$28	\$840,000	Bahadi	Saudi Arabia	FOB Saudi
		Walnuts	11,000	\$16	\$176,000	Sea Gate	Dubai	CIF Kabul
		Black Raisin	15,000	\$7	\$112,200	Coban Brothers	Turkey	FOB Dubai
		Almonds	13,000	\$27	\$351,000	Abhishek Bajaj	India	FOB Dubai
		Pine nuts	10,000	\$16	\$160,000	Bahadi	Saudi Arabia	FOB Dubai
		Figs	10,000	\$15	\$150,000	Bahadi	Saudi Arabia	FOB Dubai
	Nawyan Nawed Ltd	Pistachios	17,000	\$23	\$382,500	Unitron	Russia	FOB Russia
		Black Raisin	22,000	\$4	\$77,000	Madras Crownphil Inc	Philippines	FOB Parnaque Philippines
		Ghazni Raisin	10,000	\$3	\$28,000	Masterbraker Ltd	Saudi Arabia	CIF Kabul
		Walnuts	17,000	\$8	\$136,000	TAISHIN	Tokyo Japan	FOB Tokyo
		Almonds	10,000	\$14	\$140,000	Perfect Food Company	Saudi Arabia	FOB Jedah
		Raisin	10,000	\$4	\$35,000	Perfect Food Company	Saudi Arabia	FOB Jedah
		Raisin	65,000	\$2	\$117,000	MAAG CO	Russia	FOB Sient
	<b>Total Potential Deals</b>			<b>251,020</b>		<b>\$2,913,700</b>		
	<b>ATAR</b>	Benazir Saffron	Saffron	100	\$1,750	\$175,000	Newaco Grupo	India
Afghanistan Saffron Co.		Saffron	250	n.a.		Al Habibi	Saudi Arabia	Mazin Bin Abdullah
			10	n.a.		Maman	India	Raakesh Kulwal
			45	n.a.		GFLogistics	Italy	Gianluigi De Caro
Ansar Saffron		Saffron						
Omaid Bahar Co		Juice					GTC	Sweden
	Juice					Litchica Product pvt ltd	India	K.P. Thakur

Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer Company	Buyer's Location	Special conditions/notes
		Juice				SK Global brands	UAE	Ibrahim Ahmad
		Juice				Private Company	Turkmenistan	Gaitnazarov Annamuhammet
		Pomegranate concentrate	9,000	4.5	\$40,500	Frutex Company	Russia	Faizrakhmanov Albert
	Tak Dana Dried Fruits Company	Dried fruits				Berang Company Ltd		Farhad Salam
		Dried fruits				Asian Trading Company	India	Pramod Khanna
		Dried fruits				Arkay Overseas	India	Ravinder Kumar Agarwal
		Dried fruits				Asian Trading Corporation	India	Kataria
	Mehrab Company							
	Morvarid Food Industries	Pine nuts	10,000	\$30	\$300,000	Sarl Conimex	Algeria	Rabah Ami Saada
		Sesame	1,000			Private company	Iran	Sheer Raza
		Pistachio	10,000	\$25	\$250,000	Baker Group	Kuwait	Fadi Fahs
		Bean, mungbean				Dalian Trading Company	China	Grace You
		Pine nuts	5,000	\$30	\$150,000	Mawarid	UAE	Mohammad Shahid Khan
Black raisins		100,000	\$4.7	\$470,000	Indian Kismis Company	India	Siddharth Kharawala	
Dried apricot		5,000	\$3	\$15,000	Indian Kismis Company	India	Siddharth Kharawala	
<b>Total Potential Deals</b>			<b>140,405</b>		<b>\$1,400,500</b>			
<b>GRAND TOTAL POTENTIAL DEALS</b>					<b>\$4,314,200</b>			

## Day 3 – February 25, 2014

Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer	Buyer's Location	Special conditions/notes
<b>Signed contracts</b>								
<b>CHAMP</b>	Zemaray Rasoly	pistachio	18,000	\$23	\$414,000		Turkey	FOB Turkey
	Ehsan Osman	raisin	72,000	\$2	\$144,000	Almatiz	Saudi Arabia	FOB Saudi Arabia
<b>Total Signed Contracts</b>			<b>0</b>		<b>\$558,000</b>			
<b>ATAR</b>	Omaid Bahar Company	Juice	1,200,000	\$1	\$1,500,000	National Food Products Company	Dubai, UAE	N.a.
	Afghanistan saffron	Saffron	50		\$90,000	CEAE, sa	Spain	N.a.
<b>Total Signed Contracts</b>			<b>18,000</b>		<b>\$1,590,000</b>			
<b>GRAND TOTAL SIGNED CONTRACTS</b>					<b>\$2,148,000</b>			
<b>Potential Deals</b>								
<b>CHAMP</b>	Ehsan Osman	almond	20,000	\$8	\$160,000	Excellent	India	FOB Delhi
	Ehsan Osman	fig	10,000	\$1	\$7,000	Safar Morad	India	FOB Delhi
	Ehsan Osman	dry pomegranate	5,000	\$4	\$20,000	Alsabawi al damashq	Saudi Arabia	FOB Saudi
	Ehsan Osman	walnut	10,000	\$9	\$90,000	Llmawad	Palestine	FOB Palestine
	Nazir Afghan	fig	10,000	\$9	\$90,000	urmin	India	FOB Ahmad Abad
	Ehsan Osman	raisin	17,000	\$2	\$34,000	Alamuddin Alserya	Syria	FOB Syria
	Nazir Afghan	raisin	4,000	\$6	\$24,000	Green Farm Vietnam	Vietnam	FOB HCM City
	Nazir Afghan	fig	7,000	\$9	\$63,000	Hipan Trading company	India	FOB Mumbai
	ahmad Rahimi	black raisin	32,000	\$5	\$160,000	Dhai pardan sing	India	FOB Delhi
	ahmad Rahimi	fig	5,000	\$9	\$45,000	Aresh multani	India	FOB Delhi
	ahmad Rahimi	green raisin	6,000	\$5	\$30,000	Amir Chand jatesh	India	FOB Mumbai
	Nazir Afghan	caraway	6,000	\$6	\$36,000	ENS dry fruits	India	FOB Mumbai
	Ahmad Rahimi	black	7,000	\$5	\$35,000	Chata biscuit mat	India	FOB Mumbai
	Ahmad Rahimi	apricot	3,500	\$5	\$15,750	Roy International	India	FOB Rajput



Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer	Buyer's Location	Special conditions/notes
	Ahmad Rahimi	almond	10,000	\$6	\$60,000	Amir Chand jatesh	India	FOB Mumbai
	Nazir Afghan	blach raisin	4,000	\$5	\$20,000	Suraj Impex	India	FOB Mumbai
	Nazir Afghan	Caraway	2,000	\$6	\$12,000	Indian Kishmesh	India	fob Mumbai
	Ehsan Osman	walnut	30,000	\$9	\$270,000	Vitamin	Turkey	FOB Turkey
	Ehsan Osman	pistachio	10,000	\$22	\$220,000	Llmawad	Palestine	FOB Palestine
	Ehsan Osman	mulbery	3,000	\$1	\$3,900	Robinge	China	FOB China
<b>Total Potential Deals</b>			<b>201,500</b>		<b>\$1,395,650</b>			
<b>FAIDA</b>	Silver Butterfly Co	Saffron	480	\$1,800	\$864,000	Raheb Group	Iran	CIF Kabul
			100	\$1,800	\$180,000	Permium Food	France	CIF Kabul
		Saffron	600	\$1,800	\$1,080,000	Chamong	New Delhi, India	CIF Kabul
	Active Mothers	Mushroom	4,000	\$10	\$40,000	Ahmad Taj Ltd	Saudi Arabia	FOB Dubai
	Arman Saba Co, Ltd	Pistachios	5,000	\$25	\$125,000	SIRMA	Dubai	FOB Dubai
		Raisin	10,000	\$9	\$94,000	Frutex	Dubai	FOB Dubai
		Walnuts	10,000	\$14	\$140,000	Love Green International Co	Dubai	FOB Dubai
	Nigin Safron	Saffron	3	\$1,750	\$5,250	United Regional Company	Saudi Arabia	CIF Kabul
			24	\$1,800	\$43,200	Frutex	Dubai	CIF Kabul
	Foxtil Logistics	Pistachios	15,000	\$28	\$420,000	Pistacchios Dell" Etna Srl		FOB Dubai
		Almonds	12,000	\$14	\$168,000	Weimen Int. Holdings	China	FOB Dubai
		Sweet root	10,000	\$8	\$80,000	Allied Overseas	India	FOB Dubai
		Pine nut	10,000	\$17	\$170,000	Weimen Int. Holdings	China	FOB Dubai
	Nawyan Nawed Ltd	Almonds	20,000	\$8	\$160,000	Fruutos Secos Fuster S.L	Spain	CIF Kabul
		Dried Fruits	24,000	\$10	\$240,000	Welmin International Holdings Ltd	China	FOB China
Raisin		22,000	\$2	\$44,000	Frutex Company	Russia	FOB Russia	
Dried Fruits		24,000	\$1	\$24,000	TAISHIN	Tokyo Japan	FOB Tokyo	
Almonds		10,000	\$12	\$120,000	TRC Global	Malaysia	FOB Jeddah	

Project	Afghan Company	Product	Amount/ Kg	Price	Total	Buyer	Buyer's Location	Special conditions/notes
<b>Total Potential Deals</b>			<b>177,207</b>		<b>\$3,997,450</b>			
<b>ATAR</b>	Benazir Saffron	Saffron	24	\$1,850	\$44,400	SHCF	Singapore	Akber Ali
			50	\$1,800	\$90,000	Arab Tourism Organization	Saudi Arabia	Dr. Bandar Fahad Al-Fehaid
	Afghanistan Saffron Co.	Saffron						
	Ansar Saffron	Saffron						
	Tak Dana Dried Fruits Company	Dried fruits						
	Mehrab Company	Pistachio	20,000	\$24	\$480,000	Nablus	Palestine	Munib Amad
		Pistachio	1,000	\$24	\$24,000	Ghousia Foods	Pakistan	Afis Polani
		Almond	n.a.	\$15		Komal Exotic spices	Iran	Prerna Ahuja
		Pistachio	20,000	\$24	\$480,000	Munch&Crunch	Dubai, UAE	Mariam Al Shamsi
		White mulberry	1,000	\$6	\$6,000	IMP Nuts Company	Iran	Mr. S.Darvishi
	Morvarid Food Industries	Appricot seeds	50,000	\$4	\$200,000	Shareket Sabeel	Palestine	Jalal Al-Saeed
		Pistachio	50,000	\$20	\$1,000,000	Shareket Sabeel	Palestine	Jalal Al-Saeed
		Pine nuts	100,000	\$20	\$2,000,000	N.a.	Turkey	
		Black cumin	1,000	\$20	\$20,000	Arhaan Life style ltd	India	Manesh Bajera
		Pistachio	1,000	\$28	\$28,000	Diplomacy	Saudi Arabia	Osama Aqeel
	Omaid Bahar Company	Juice	10,000	\$4.5	\$45,000	M.A. Al-Azzaz Establishment	Saudi Arabia	Aziz Ali Faizullah
	<b>Total Potential Deals</b>			<b>254,074</b>		<b>\$4,417,400</b>		
<b>GRAND TOTAL POTENTIAL DEALS</b>					<b>\$9,810,500</b>			

## Day 4 – February 26, 2014

Project	Afghan Company	Product	Amount/Kg	Price	Total	Buyer Company	Buyer's Location	Special conditions/notes
<b>Signed contracts</b>								
<b>CHAMP</b>	Nazir Afghan	Fig	3,000	\$7	\$21,000	Fromar Co.	Mumbai, India	FOB Mumbai
	Nazir Afghan	Dried apricot	11,000	\$5	\$49,500	Bhai Pardhan Singh	Delhi, India	FOB Delhi
	Ahmad Rahimi	Fig	10,000	\$7	\$70,000	Regency Ltd	Delhi, India	FOB Delhi
	Ahmad Rahimi	Black raisin	14,000	\$5	\$70,000	Vikas Tr	Delhi, India	FOB Delhi
<b>Total Signed Contracts</b>			<b>0</b>		<b>\$210,500</b>			
<b>ATAR</b>	Benazir Saffron	Saffron	0.50	\$1,800	\$900	n.a.	Saudi Arabia	
<b>Total Signed Contracts</b>			<b>3,000</b>		<b>\$900</b>			
<b>GRAND TOTAL SIGNED CONTRACTS</b>					<b>\$211,400</b>			
<b>Potential Deals</b>								
<b>CHAMP</b>	Ehsan Osman	Walnut	12,000	\$9	\$108,000	Best AV	Australia	FOB Sydney
	Abdul Rahim Sadat	Grape	20,000		\$0		Dubai	FOB Dubai
	Abdul Rahim Sadat	Melon	24		\$0		Dubai	FOB Dubai
	Zemaray Rasoly	Raisin	17		\$0		Turkey	FOB Turkey
	Ehsan Osman	Red raisins	20,000	\$2	\$40,000	Shamagh Aldina	Syria	FOB Syria
	Ehsan Osman	Dried apricot	15,000	\$4	\$60,000	Alomania	Iraq	FOB Iraq
	Ehsan Osman	Almond	18,000	\$8	\$144,000	Chipa	Saudi Arabia	FOB Saudi Arabia
<b>Total Potential Deals</b>			<b>85,041</b>		<b>\$352,000</b>			
<b>Project ?</b>	Silver Butterfly Co							No Deal
	Active Mothers	Mushroom	1,000	\$10	\$10,000	Ghiath Shalllah Est	Dubai	FOB Dubai
		Mushroom	500	\$10	\$5,000	Nation EXIM	India	FOB Dubai
Arman Saba Co, Ltd	Almonds	20,000	\$25	\$500,000	Bardan Import & Export	Dubai	FOB Dubai	

Project	Afghan Company	Product	Amount/Kg	Price	Total	Buyer Company	Buyer's Location	Special conditions/notes
	Nigin Safron	Saffron	12	\$1,800	\$21,600	Sawadi Grinders	Saudi Arabia	CIF Kabul
	Foxtil Logistics	Pine Nuts	12,000	\$17		Turk Gida Gen. Trading LLC	Turkey	FOB Dubai
		Mulberry	10,000	\$6	\$64,500	Jifan Trading ltn. Co.	Saudi Arabia	FOB Dubai
	Nawyan Nawed Ltd	Almonds	20,000	\$8	\$160,000	Fruutos Secos Fuster S.L	Spain	CIF Kabul
		Dried Fruits	24,000	\$10	\$240,000	Welmin International Holdings Ltd	China	FOB China
		Raisin	22,000	\$2	\$44,000	Frutex Company	Russia	FOB Russia
		Dried Fruits	24,000	\$1	\$24,000	TAISHIN	Tokyo Japan	FOB Tokyo
Almonds	10,000	\$12	\$120,000	TRC Global	Malaysia	FOB Jeddah		
<b>Total Potential Deals</b>					<b>\$1,189,100</b>			
ATAR	Omaid Bahar Company	Juice	5,000	\$5	\$25,000			
	Benazir Saffron	Saffron	10	\$1,800	\$18,000	Rath	Australia	Barry Lamont
	Afghanistan Saffron Co.	Saffron						
	Ansar Saffron	Saffron						
	Tak Dana Dried Fruits Company	Dried fruits						
	Mehrab Company	Pistachio	25,000	\$24	\$600,000	Bread and Bakery	Lebanon	Jihame Sarr
		Pistachio	25,000	\$24	\$600,000	Beasum	Taiwan	Evan Wu
			25,000	n.a.	n.a.	n.a.	Saudi Arabia	n.a.
	Morvarid Food Industries	Mushrooms	1,000	\$10	\$10,000	Ghiath Shallah est	UAE	Ghiath Shallah
		500	\$10	\$5,000	National Exim	India	Suni Chhabria	
<b>Total Potential Deals</b>			<b>81,510</b>		<b>\$1,258,000</b>			
<b>GRAND TOTAL POTENTIAL DEALS</b>					<b>\$2,589,600</b>			

## Day 5 – February 27, 2014

Project	Afghan Company	Product	Amount/Kg	Price	Total	Buyer Company	Buyer's Headquarters (City, Country)	Special conditions/notes
<b>Signed contracts</b>								
<b>CHAMP</b>	Ehsan Osman	Raisin	36,000	\$2	\$72,000	Sahim Intr	Malaysia	FOB Malaysia
	Zemaray Rasoly	Pistachio	22,000	\$18	\$396,000	Maad Iran	Iran	FOB Iran
	Zemaray Rasoly	Almond	18,000	\$10	\$180,000	Maad Iran	Iran	FOB Iran
	Zemaray Rasoly	Dry Apricot	18,000	\$5	\$90,000	Al Adel Trading	Dubai	FOB Dubai
<b>Total Signed Contracts</b>			<b>0</b>		<b>\$738,000</b>			
<b>ATAR</b>	Benazir Saffron	Saffron	0.50	\$1,800	\$900	Qataghan Trading Ltd	USA	Farhad Hotaki
		Saffron	0.60	\$2,200	\$1,320	Qataghan Trading Ltd	USA	Farhad Hotaki
<b>Total Signed Contracts</b>			<b>36,000</b>		<b>\$2,220</b>			
<b>GRAND TOTAL SIGNED CONTRACTS</b>					<b>\$740,220</b>			
<b>Potential contracts</b>								
<b>CHAMP</b>	Arman Saba Co, Ltd	Dried Fruit	20,000	\$7	\$140,000	Kaf Foods Co, Ltd	Dubai	CIF Kabul
	Nigin Safron	Saffron	100	\$1,800	\$180,000	Jafferjee & sons Ltd	Sri Lanka	CIF Kabul
		Saffron	240	\$1,800	\$432,000	Yusuf Atterwala	Saudi Arabia	CIF Kabul
<b>Total Potential Deals</b>			<b>20,340</b>		<b>\$752,000</b>			
<b>GRAND TOTAL POTENTIAL DEALS</b>					<b>\$752,000</b>			

## Annex 7 - Summary of CHAMP Gulfood deals

Day	Amount
<b>Signed Deals</b>	
23-Feb-14	\$1,116,000
24-Feb-14	\$3,462,000
25-Feb-14	\$558,000
26-Feb-14	\$210,500
27-Feb-14	\$738,000
<b>Total</b>	<b>\$6,084,500</b>
<b>Potential Deals</b>	
23-Feb-14	\$164,750
25-Feb-14	\$1,395,650
26-Feb-14	\$352,000
27-Feb-14	\$752,000
<b>Total</b>	<b>\$2,664,400</b>



## Annex 8 - Luncheon Minutes

**Post-Gulfood Meeting  
Roots of Peace office  
March 16, 2014**

1. Recitation of Holly Quran by Qari Saifullah.
2. Introduction and welcome by Rod Carvajal (CHAMP Chief of Party).
3. Presentation on Gulfood activities by Ahmad Seyar Soroush (CHAMP Marketing Officer).
4. Presentation by Shafiq Hakimi (Director of Private Sector for the MAIL).
5. Presentation of approved USAID Success Story video by Will Everett (CHAMP Communications Director).
6. Comments by participating Gulfood traders
  - a. Zarjan (Ehsan Osman Ltd) from Kabul
    - Traders need company offices in Dubai
    - Difficult to obtain visa to visit the countries that want to buy his products
  - b. Kamila Sediqi (Nawyan Naweed Ltd) from Kabul
    - Could not fulfill requests for shipments to Canada and Europe due to a lack of proper certification.
    - Noted that many people at Gulfood were not aware that Afghanistan has dried fruit and nuts (raised awareness).
    - Banks need to provide greater support to traders.
    - Requested additional follow-up meetings on the deals that are signed.
    - *"We provided that Afghanistan is not just a place of war and terror, it's good for business."*
  - c. Saifullah Sadat (Adbul Rahim Sadat) from Kabul
    - Packaging in Afghanistan has improved, but does not always meet international standards.
    - Access to refrigerated containers and cold storage is vital.
  - d. Bilal Ahmad (Nazir Afghan Ltd) from Kandahar
    - Foreign buyers liked the organic products but they said there was too much dust on the produce. But if the farmers use chemicals then it is no longer organic.
    - Lack of space at the Afghanistan Pavilion was an issue.
  - e. Tahira Bekaran (Silver Butterfly Ltd) from Herat
    - Many buyers requested certification for the saffron, which caused her company to lose potential business.

- Gulfood was a good opportunity to introduce the Afghan saffron sector to international buyers.
- f. Traders (Zarjan and Saifullah) from Kabul
- Urged more meetings between traders and USAID to share challenges and solutions.
  - Cited problems at Kabul International Airport. Delays in customs clearance result in product spoilage and waste.
  - International buyers want produce packed according to international standards. Lack of standard packaging is an issue for Afghanistan products.
7. Presentation by Tasal Zmaryalai
- a. Encouraged traders to stand on their own and not be dependent on the help of CHAMP and other such projects.
  - b. EPAA should have had a representative at the meeting to listen and address these issues.
8. Lunch
9. Presentation of Certificates of Appreciation