



U.S.-PAKISTAN PARTNERSHIP FOR AGRICULTURAL MARKET DEVELOPMENT

U.S.-Pakistan Partnership for Agricultural Market Development (AMD)

Company Profile (500 words):

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) is a USAID funded project that aims to improve the ability of Pakistan's commercial agriculture and livestock sectors to compete in international and national markets in four targeted product lines: meat, high value and off season vegetables, mangoes and citrus. AMD will act as a catalyst for development and investment in its targeted product lines by actively promoting cooperation and coordination amongst the value chain actors and ancillary service providers. AMD's implementation strategy is underpinned by a strictly commercial and market driven approach with a clear focus on strengthening market access for its partner organizations, and supporting international marketing and sales efforts.

AMD encourages investments in its four target product lines through offering matching grants and technical assistance, and empowering stakeholders by developing synergies, upgrading and streamlining supply chains, providing technical assistance to optimize profit margins, and increase participation of women entrepreneurs, thereby helping make Pakistani meat, high value and off season vegetables, mangoes and citrus more profitable and competitive.

Area of Interest/Sector:

- **Fruits and Vegetables;**
- **Meat Preparations.**

Contact Details:

Contact Person: Mr. Salman Irfan Abbasi
Designation: Marketing Specialist – International Sales
Email: sabbasi@pakistan-amd.org
Cell: +92-300-8484757
Address: 83-A, 5th Floor E/1, Main Boulevard, Gulberg III, Lahore, Pakistan