

PRESS COVERAGE REPORT

PAKOLIVE NATIONAL GALA

November 25-26, 2023-Islamabad



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DAWN
نیوز

DURATION
1 MIN 54 SEC



<https://youtu.be/Opk6GYqGILk>



DURATION
1 MIN 43 SEC



<https://youtu.be/HRuf6MW8bKM>

express

نیوز
پرنسپل

DURATION

50 SEC



<https://youtu.be/qhhJaMeY06Q>



DURATION
1 MIN 42 SEC



<https://youtu.be/dG-laE31Ftl>



DURATION
3 MIN 04 SEC



<https://youtu.be/i2JX65BL-K4>



DURATION
1 MIN 27 SEC



<https://youtu.be/Z0EHMyPJlro>



DURATION
1 MIN 43 SEC



<https://youtu.be/2rfZiWHOJ2Q>



DURATION
1 MIN 59 SEC



<https://youtu.be/SPvi9yX9tt4>



DURATION
1MIN 35 SEC



<https://youtu.be/ApWfLjaBef4>



DURATION
1 MIN 33 SEC



<https://youtu.be/EjmfCK1oBxQ>

NEWSPAPERS & WEBSITES DAY 1



Italy a promising market for Pakistan's olive oil: official

By Amin Ahmed

ISLAMABAD: As the price of olive oil in Europe has doubled, the oil produced in Pakistan had become a promising market in Italy, Director Italian Trade Agency (ITA) Salvatore Parano said on Saturday.

He was speaking at the 'Pak Olive National Gala' in Islamabad. Mr Parano said increased price of olive oil had opened a window of opportunity for newcomers to play an important role.

"If producers in Pakistan increase production of olive oil and pay attention to the quality of oil they produce, they will find Italy an interesting market for olive oil from Pakistan," he said.

The official said Italy had been an export success story for Pakistan, adding that last year, Pakistan's exports to Italy were to the tune of \$1.2 billion.

He said a deficit still existed, which could be met through the

export of olive oil from Pakistan. Mr Parano said olive cultivation and oil production in Pakistan had been increasing manifold due to the efforts of the governments of Italy and Pakistan. He hoped that Pakistan would soon be exporting olive oil not only to Italy but to the world.

The hallmark of the 'Olive Gala' was the branding of 'PakOlive' that will help consumers of olive oil (also known as 'liquid gold') purchase certified quality olive oil produced in Pakistan.

Caretaker Minister of National Food Security and Research Dr Kausar Abdullah Malik, who initiated the national gala, reiterated the commitment of Pakistani communities towards the promotion of olive production.

"This is not only enhancing olive production but also providing income opportunities to communities, especially women and youth," Mr Malik said.

He further stressed the need for



PEOPLE visit a stall during the Pak Olive National Gala at F-9 Park in Islamabad on Saturday. — Online

an adequate policy that supports the rural development of the olive sector.

National Project Director for the Promotion of Olive Cultivation on a

Commercial Scale in Pakistan Dr Mohammad Tariq said one million olive trees were planted in Pakistan every year, of which 42pc were planted in 20 districts of Balochistan,

which was the most suitable place for growing olives. In contrast, 10 olive trees are planted per second in the world. Olive oil is produced in 66 countries, whereas it is consumed in 198 countries, Dr Tariq said.

He also disclosed that Pakistan is no longer importing olive tree saplings from Italy, Spain, or elsewhere, but the saplings are now developed under a government-funded project and supplied to growers all over the country, thus saving precious foreign exchange.

Highlighting the current situation of olives in Pakistan and the untapped potential of olive cultivation, Dr Tariq said Pakistan had been identified as a favourable country for olive cultivation and would soon become a member of the 'International Olive Council'.

Dr Tariq said Pakistan was chronically deficient in edible oil production and was importing 80pc of its domestic requirements. Consequently, a huge amount of foreign exchange is being spent on its

import, he said, adding that olive cultivation in Pakistan had the potential to not only stop oil imports but also export premium oil.

The total olive plantation in Pakistan is about 45,000 acres across the country under various programmes. It is estimated that 15pc of the plants are at the fruiting stage as of now. Around 110 tonnes of olive oil and 40 tonnes of fruit were value-added, generating an economic activity of Rs300 million during the fiscal year 2022-23, which has resulted in the creation of jobs in resource-poor rural areas, the development of various start-ups and entrepreneurs exuding health benefits and the mitigation and adaptation of the changing climate.

During the two-day event, an olive oil organoleptic competition will be held, and awards will be given to the top 20 progressive olive farmers and three scientists for best field performance, best packaging and best bottling for quality olive oil.

<https://www.dawn.com/news/1792550>

Pakistan to launch 'PakOlive' as brand name for olive oil

By Amin Ahmed

ISLAMABAD: As the olive sector is developing fast, with about 18,600 hectares of land has been brought under olive cultivation across the country, Pakistan is launching a brand of olive oil to be known as 'PakOlive'.

The Pakistan brand of olive oil will be launched at the two-day 'National Gala' at F-9 Park in Islamabad on Saturday to mark 'World Olive Tree Day'. The Minister for National Food Security and Research Dr Kausar Abdullah Malik, and the Ambassador of Italy Andreas Ferrarese, will be the main speakers at the national gala.

Pakistan has been identified as a favourable country for olive cultivation, will soon become a member of the International Olive Council (IOC), and will be among the biggest olive-producing countries in the next few years.

The National Project Director of PakOlive, Dr Mohammad Tariq, will speak on the current scenario of olive sector in Pakistan, while the Project Coordinator of the 'Olive Culture Project' will explain the Italian involvement in enhancing the olive value chain in Pakistan. PakOlive is a project of the government, administered by the Ministry of National Food Security and Research.

According to Dr Mohammad Tariq, an estimated 110 tonnes of olive oil are being produced annually from 32 olive extraction units installed all over the country. Pakistan has almost 4 million hectares of uncultivated, poor-productive land that can be brought under olive cultivation, Dr Tariq said.

Achieving self-reliance in this potential area is one of the linchpins of the whole value chain. As a result, depend-

ency on imported olive nursery plants has concluded due to project interventions in certified nursery raising techniques and demonstrating the improved infrastructure.

For enhanced profitability to the farmers and stakeholders, three value-added laboratories were established for olive product development and its demonstration at the Agricultural Research Institute, Peshawar, the Barani Agricultural Research Institute, Chakwal, and the Agricultural Research Institute, Balochistan. Consequently, more than 20 startup entrepreneurs in the olive sector have started trading various olive products in the market.

According to Dr Tariq, the olive sector is facing four major challenges, which are crop-specific extension services, certified skilled technicians and manpower, machinery and equipment, and business advisory.

Pakistan is now moving towards establishing the Pakistan Olive Oil Council, an association for quality control, labeling, and good manufacturing practices; fostering partnerships in the emerging olive sector; and strengthening connections with international organisations like the International Olive Council.

Olive oil, also known as 'liquid gold', has many health benefits, and its consumption is linked to improved heart health, anti-inflammatory properties, weight management, and being high in antioxidants. Extra virgin olive oil has phenolic compounds that have chemotherapeutic, anti-ageing, neuro-protective, and anti-rheumatic effects and prevent diabetes.

On the second day of the national gala, awards will be given to the top twenty progressive olive farmers and the three best scientists for best field performance. Olive stakeholders will set up stalls showcasing olive oil and olive products.

<https://www.dawn.com/news/1792304/pakistan-to-launch-pakolive-as-brand-name-for-olive-oil>

Pak-Italy promote local olive oil

ISLAMABAD. Pak Olive National Gala is being organised in Islamabad on the occasion of 'World Olive Tree Day'. It is being hosted by "Promotion of Olive Cultivation on Commercial Scale in Pakistan Phase-II" and the Italian-funded "Olive-Culture-Holistic and Multi-professional Mechanism for a Pakistani Olive Oil Value Chain" project. The event aims to explore Pakistan's olive sector and has launched the PakOlive Brand to promote locally produced, high-quality olive oil. The event is joined by olive sector developers, consumers, businesses, entrepreneurs, service providers, support institutions, investors, farmers, youth, rural women, and the foreign community. OUR CORRESPONDENT

BUSINESS

Pakistan, Italy join hands for Olive sector development in Pakistan

** During two day event, Olive oil organoleptic competition will also take place, awards will be given to top 20 progressive olive farmers*

Agencies

NOVEMBER 26, 2023



On the occasion of World Olive Tree Day, Pak Olive National Gala is being held in Islamabad to provide opportunities to explore Olive Sector Development in Pakistan. The event is being organized by “Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II” and the Italian-funded “OliveCulture-Holistic and Multi-professional Mechanism for a Pakistani Olive Oil Value Chain” project.

In addition to providing an opportunity to explore the olive sector, the PakOlive Brand has been launched on this special occasion to help drive consumers to purchase certified quality olive oil, produced in Pakistan. The event is joined by olive sector developers, consumers, businesses, entrepreneurs, service providers, support institutions, investors, farmers, youth, rural women, and the foreign community.

Dr. Kausar Abdullah Malik, Federal Minister, Ministry of National Food Security & Research graced the occasion with his presence as chief guest and reiterated the commitment of Pakistani communities towards the promotion of Olive production. This is not only enhancing olive production but also providing income opportunities to communities, especially women and youth. He also stressed the need for an adequate policy that supports the rural development of the olive sector.

<https://dailytimes.com.pk/1147987/pakistan-italy-join-hands-for-olive-sector-development-in-pakistan/>

Pak-Italy join hands for olive sector development in Pakistan



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Pak, Italy join hands for olive sector development

**AGENCIES
ISLAMABAD**

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Dr Kausar Abdullah Malik, Federal Minister for National Food Security & Research graced the occasion with his presence as chief guest and reiterated the commitment of Pakistani communities towards the promotion of olive production. This is not only enhancing olive production but also providing income opportunities to communities, especially women and youth. He also stressed the need for an adequate policy that supports the rural development

of the olive sector.

Marco Marchetti, International Project Coordinator, Olive Culture Project, addressed the audience and threw light on Italian involvement in enhancing the olive value chain in Pakistan. He said that our mission is to systematise and consolidate the results achieved so far by Pakistani and Italian initiatives carried out in Pakistan to weave a national canvas (Holistic Mechanism) to build all the steps – from farm to fork- of a Pakistani Olive Oil Value Chain, to be tailored to each province's requirements.

Dr Muhammad Tariq, National Project Director, Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II welcomed the audience and shared the holistic and multi-professional approach for a Pakistani Olive Value Chain. He also highlighted the current situation of olives in Pakistan and the untapped potential of olive cultivation. He said that Pakistan has been identified favorable country for olive cultivation and soon will become a member of the International Olive Council.

Salvatore Parano, Director Italian Trade Agency said that Olive cultivation and olive oil production is increasing manifolds in Pakistan due to the efforts of Pakistan government and Italy and with the results of efforts coming up, we are hoping that Pakistan will soon be exporting olive oil to the world even Italy.

Pakistan OBSERVER

Pak Olive National Gala held in Federal Capital

STAFF REPORTER

The Pak Olive National Gala is held in the Federal Capital to provide opportunities for exploring olive sector development in Pakistan.

The event is organized by the "Promotion of Olive Cultivation on a Commercial Scale in Pakistan Phase II" and the Italian-funded "Olive Culture: A Holistic and Multi-Professional Mechanism for a Pakistani Olive Oil Value Chain" project on the occasion of World Olive Tree Day, according to a news release issued here on Saturday.

In addition to providing an opportunity to explore the olive sector, the PakOlive brand has been launched on this special occasion to encourage consumers to purchase certified-quality olive oil produced

in Pakistan.

The event is attended by olive sector developers, consumers, businesses, entrepreneurs, service providers, support institutions, investors, farmers, youth, rural women, and the foreign community.

The Federal Minister of the Ministry of National Food Security and Research, Dr. Kausar Abdullah Malik, reiterated the commitment of Pakistani communities towards the promotion of olive production.

He was of the view that this initiative is not only enhancing olive production but also providing income opportunities to communities, especially women and youth.

He also stressed the need for an adequate policy that supports the rural development of the olive sector.

The International Project Coordinator of the OliveCulture Project, Marco Marchetti, shed light on Italian involvement in enhancing the olive value chain in Pakistan.

He said that their mission is to systematize and consolidate the results achieved so far by Pakistani and Italian initiatives carried out in Pakistan to weave a national canvas (holistic mechanism) to build all the steps—from farm to fork—of a Pakistani olive oil value chain tailored to each province's requirements.

The National Project Director, Dr Muhammad Tariq, shared the holistic and multi-professional approach for a Pakistani olive value chain.

He also highlighted the current situation of olives in Pakistan and the untapped po-

tential of olive cultivation. He mentioned that Pakistan has been identified as a favorable country for olive cultivation and will soon become a member of the International Olive Council.

The olive tree is a "hardy and evergreen tree" that can grow in all types of soil except saline soil and areas with stagnant water. Its roots do not extend deep underground, making it possible to cultivate it even in hilly areas. The director of the Italian Trade Agency, Salvatore Parano, said that olive cultivation and olive oil production are increasing in Pakistan due to the efforts of the Pakistani government and Italy. With the results of these efforts coming up, there is hope that Pakistan will soon be exporting olive oil to the world, including Italy.

<https://pakobserver.net/pak-olive-national-gala-held-in-federal-capital/>

Pakistan launches 'PakOlive' brand to boost purchase of certified-quality olive oil

Pak Olive National Gala held in Islamabad to explore olive sector development



25 Nov, 2023 PAKISTAN



A view of the the Pak Olive National Gala held in Islamabad on November 25, 2023. Screengrab via X@AfshanYounus

Pakistan launched a brand of olive oil 'PakOlive' to encourage consumers to purchase certified-quality olive oil produced in the country.

This came during the Pak Olive National Gala held in Islamabad on Saturday to provide opportunities for exploring olive sector development in Pakistan, said a

<https://www.aajenglish.tv/news/30341930>



Olive Production Increasing In Pakistan: Salvatore Parano

👤 M M Alam - 📅 25/11/2023 - 📍 Pakistan - 📅 26/11/2023 - 🕒 9 mins read

ISLAMABAD: Salvatore Parano, Director of the 100-year-old Italian Trade Agency (ITA), has stated here on Saturday (25th of Nov, 2023) that thanks to Pak-Italian efforts, the Olive cultivation and Olive oil production was augmenting considerably in Pakistan.

<https://newspakistan.tv/olive-production-increasing-in-pakistan-salvatore-parano/>

Pak Olive National Gala Held In Federal Capital



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ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 25th Nov, 2023) The Pak Olive National Gala is held in the Federal Capital to provide opportunities for exploring olive sector development in Pakistan.

The event is organized by the "Promotion of Olive Cultivation on a Commercial Scale in Pakistan Phase II" and the Italian-funded "Olive Culture: A Holistic and Multi-Professional Mechanism for a Pakistani Olive Oil Value

Chain" project on the occasion of World Olive Tree Day, according to a news release issued here on Saturday.

<https://www.urdupoint.com/en/pakistan/pak-olive-national-gala-held-in-federal-capit-1771306.html>

Pak-Italy Join Hands for Olive Sector Development in Pakistan

The event is being organized by "Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II"

ON: NOVEMBER 26, 2023 / IN: COMMERCE AND INDUSTRY / TAGGED: OLIVE SECTOR DEVELOPMENT, PAKISTAN ITALY, PAKOLIVE BRAND, WORLD OLIVE TREE DAY



Pak-Italy Join Hands for Olive Sector Development in Pakistan

ISLAMABAD (Web News)

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https://www.telecoalert.com/2023/11/26/pak-italy-join-hands-for-olive-sector-development-in-pakistan/?utm_source=rss&utm_medium=rss&utm_campaign=pak-italy-join-hands-for-olive-sector-development-in-pakistan



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The event is being organized by "Promotion of Olive

<https://www.telecoalert.com/tag/world-olive-tree-day/>

Pakistan Launches 'PakOlive' Brand To Promote Locally Produced Olive Oil



By Daniyal Wali Published 18 Hours Ago



ISLAMABAD: Pakistan has launched a brand of olive oil called 'PakOlive' to promote the consumption of certified-quality olive oil produced within the country. The launch took place during the Pak Olive National Gala in Islamabad, an event organized to explore the development of the olive sector in Pakistan.

The olive tree is known for its resilience and adaptability, thriving in various soil types except saline soil and areas with stagnant water. Its shallow root system allows cultivation even in hilly regions.



The event was organized by the 'Promotion of Olive Cultivation on a Commercial Scale in Pakistan Phase II' and the Italian-funded 'Olive Culture: A Holistic and Multi-Professional Mechanism for a Pakistani Olive Oil Value Chain' project, coinciding with World Olive Tree Day. Participants included olive sector developers, consumers

<https://thetruthinternational.com/national/pakistan-launches-pakolive-brand-to-promote-locally-produced-olive-oil/>

Pak-Italy Join Hands for Olive Sector Development in Pakistan

By Admin - November 25, 2023

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Islamabad, November 25, 2023-On the occasion of World Olive Tree Day, Pak Olive National Gala is being held in Islamabad to provide opportunities to explore Olive Sector Development in Pakistan. The event is being organized by "Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II" and the Italian-funded "OliveCulture-Holistic and Multi-professional Mechanism for a Pakistani Olive Oil Value Chain" project.

<https://pakistanintheworld.pk/live/pak-italy-join-hands-for-olive-sector-development-in-pakistan/>

Pak-Italy join hands for Olive Sector Development in Pakistan.

Posted on November 26, 2023 by Siddiqi

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Mr. Marco Marchetti, International Project Coordinator, OliveCulture Project, addressed the audience and highlighted Italian involvement in enhancing the olive value chain in Pakistan. He said that our mission is to systematize and consolidate the results achieved so far by Pakistani and Italian initiatives carried out in Pakistan to weave a national canvas (Holistic Mechanism) to build all the steps – from farm to fork- of a Pakistani Olive Oil Value Chain, to be tailored to each Province's requirements.

<https://tradechronicle.com/pak-italy-join-hands-for-olive-sector-development-in-pakistan/>

BREAKING NEWS TECHNOLOGY

Pak-Italy Join Hands for Olive Sector Development in Pakistan

November 25, 2023 / Reporter



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<https://voiceofmelange.global/?p=4599>

✓ Pakistan to launch 'PakOlive' as brand name for olive oil – Newspaper

TRENDS Jayne ✓ News ⌚ a day ago 🚫 REPORT



Pakistan to launch 'PakOlive' as brand name for olive oil – Newspaper

ISLAMABAD: As the olive sector is developing fast, with about 18,600 hectares of land has been brought under olive cultivation across the country, Pakistan is launching a brand of olive oil to be known as 'PakOlive'.

The Pakistan brand of olive oil will be launched at the two-day 'National Gala' at F-9 Park in Islamabad on Saturday to mark 'World Olive Tree Day'. The Minister for National Food Security and Research Dr Kausar Abdullah Malik, and the Ambassador of Italy Andreas Ferrarese, will be the main speakers at the national gala.

<https://news.trenddetail.com/trends/442494.html>

بقیہ 44 ڈاکٹر کوثر عبداللہ

ملی لیونٹی نے شرکت کی۔ ڈاکٹر کوثر عبداللہ ملک، وفاقی وزیر، وزارت نیشنل فوڈ سیکورٹی اینڈ ریسرچ نے اس موقع پر بطور مہمان خصوصی شرکت کی اور تقریب کا افتتاح کیا۔ انہوں نے زیتون کی پیداوار کے فروغ کے لیے پاکستانی کمیونٹیز کے عزم کا اعادہ کیا۔ اس سے نہ صرف زیتون کی پیداوار میں اضافہ ہو رہا ہے بلکہ کمیونٹیز بالخصوص خواتین اور نوجوانوں کو آمدنی کے مواقع بھی مل رہے ہیں۔ انہوں نے ایک مناسب پالیسی کی ضرورت پر بھی زور دیا، اولیو کچر پروجیکٹ کے بین الاقوامی پروجیکٹ کو آرڈینیشن نے تقریب سے خطاب کے دوران پاکستان میں زیتون کی ویٹیو چین کو بڑھانے میں اٹلی کی شمولیت پر روشنی ڈالی۔ ڈاکٹر محمد طارق، نیشنل پروجیکٹ ڈائریکٹر پروموشن آف اولیو کلتیویشن آن کمرشل سکیل ان پاکستان فیر نے حاضرین کا خیر مقدم کیا اور پاکستانی زیتون کی ویٹیو چین کے لیے جامع اور کثیر پیشہ ورانہ نقطہ نظر پیش کیا۔



پشاور وفاقی وزیر نیشنل فوڈ سیکورٹی اینڈ ریسرچ ڈاکٹر کوثر عبداللہ پاک اولیو نیشنل گالا کا افتتاح کر رہے ہیں

عالمی دن کے موقع پر زیتون کے شعبے کی ترقی کے مواقع فراہم کرنے کیلئے نیشنل گالا

زیتون کی پیداوار میں اضافہ ہو رہا اور خواتین اور نوجوانوں کو آمدنی کے مواقع بھی مل رہے ڈاکٹر کوثر عبداللہ

پشاور (بیورو رپورٹ) ورلڈ اولیوٹری ڈے یعنی زیتون کے درختوں کے عالمی دن کے موقع پر پاکستان میں زیتون کے شعبے کی ترقی کے حوالے سے مواقع فراہم کرنے کے لیے اسلام آباد میں پاک اولیو نیشنل گالا کا انعقاد کیا گیا۔ اس تقریب کا انعقاد کمرشل پلانے پر زیتون کی کاشت کے فروغ کے منصوبے اور اطالوی مالی اعانت سے چلنے والے پشاور (بیورو رپورٹ) ورلڈ اولیوٹری ڈے یعنی زیتون کے درختوں کے عالمی دن کے موقع پر پاکستان میں زیتون کے شعبے کی ترقی کے حوالے سے مواقع فراہم کرنے کے لیے اسلام آباد میں پاک اولیو نیشنل گالا کا انعقاد کیا گیا۔ اس تقریب کا انعقاد کمرشل پلانے پر زیتون کی کاشت کے فروغ کے منصوبے اور اطالوی مالی اعانت سے چلنے والے

صافین، کاروبار، کاروباری افراد، خدمات فراہم کرنے والے، امدادی ادارے، سرمایہ کار، کسان، نوجوان، دیہی خواتین اور غیر صفحہ 4 پر بقیہ نمبر 44

NEWSPAPERS & WEBSITES DAY 2



INTERNATIONAL THE NEWS

Pak Olive National Gala ends on high note



Our correspondent

Islamabad

In a concerted effort to raise awareness about the quality standards in the Virgin Olive Oil industry, a Virgin Olive Oil Organoleptic Competition recently took centre stage, spotlighting excellence and fostering a culture of quality within the sector. The competition served as a platform for producers to showcase their commitment to delivering superior virgin olive oil products.

The conclusion of the competition marked a significant moment as awards were distributed to commend outstanding achievements. The acknowledgment extended to the top 20 progressive olive farmers who demonstrated exemplary practices in olive cultivation, contributing to the overall improvement of the industry. Additionally, three scientists were recognised for their exceptional field performance, emphasizing the very important role of research and innovation in advancing the virgin olive oil sector. Their contributions are instrumental in pushing the boundaries of knowledge and driving sustainable practices in olive farming.

A highlight of the awards ceremony was the recogni-

tion of excellence in packaging and bottling for quality virgin olive oil. Producers who exhibited meticulous attention to detail in presenting their products received accolades, reinforcing the importance of transparency and high standards in the packaging process. "The extraversion of virgin olive oil is not safe, but we are proud of our team as we possess the expertise to judge the quality of oil," stated Dr. Muhammad Tariq, highlighting the public awareness aspect of the gala.

In conjunction with the awards ceremony, a World Olive Day Walk was organised, adding a symbolic and community-oriented dimension to the celebration. Participants engaged in a collective walk, emphasizing the global significance of olive cultivation and its positive impact on health, agriculture, and the environment.

"In order to ensure olive sector development in Pakistan, we are building capacities and providing training through Italian experts," added Dr. Marco Marchetti, Int Project Coordinator, Olive Culture Project, underlining the commitment to the growth and development of the olive industry in the region.



THE NATION

Pak Olive National Gala 2023 concludes in Islamabad

AGENCIES ISLAMABAD

In a concerted effort to raise awareness about the quality standards in the Virgin Olive Oil industry, a Virgin Olive Oil Organoleptic Competition recently took centre stage, spotlighting excellence and fostering a culture of quality within the sector. The competition served as a platform for producers to showcase their commitment to delivering superior virgin olive oil products.

The conclusion of the competition marked a significant moment as awards were distributed to commend outstanding achievements. The acknowledgment ex-

tended to the top 20 progressive olive farmers who demonstrated exemplary practices in olive cultivation, contributing to the overall improvement of the industry.

Additionally, three scientists were recognised for their exceptional field performance, emphasising the very important role of research and innovation in advancing the virgin olive oil sector. Their contributions are instrumental in pushing the boundaries of knowledge and driving sustainable practices in olive farming.

A highlight of the awards ceremony was the recognition of excellence in packaging and bottling for quality virgin olive oil. Producers who exhibited meticulous atten-

tion to detail in presenting their products received accolades, reinforcing the importance of transparency and high standards in the packaging process.

"The extraversion of virgin olive oil is not safe, but we are proud of our team as we possess the expertise to judge the quality of oil," stated Dr Muhammad Tariq, highlighting the public awareness aspect of the gala.

In conjunction with the awards ceremony, a World Olive Day Walk was organised, adding a symbolic and community-oriented dimension to the celebration. Participants engaged in a collective walk, emphasising the global significance of olive cultivation and its positive impact on health, agri-

culture, and the environment.

"In order to ensure olive sector development in Pakistan, we are building capacities and providing training through Italian experts," added Dr Marco Marchetti, Int'l Project Coordinator, Olive Culture Project, underlining the commitment to the growth and development of the olive industry in the region.

The overarching focus of the event was to underscore the importance of producing and promoting quality virgin olive oil. The recognition of outstanding farmers, scientists, and packaging practices aims to set benchmarks for the industry, fostering a sense of pride and commitment to excellence among stakeholders.

Pakistan OBSERVER



Participants hold placards during a walk on the eve of World Olive Tree Day at F-9 park.

Seven new ACs posted

STAFF REPORTER

Islamabad Capital Territory administration has posted/transferred seven Assistant Commissioners against vacant posts after issuance of notification from establishment division.

In this regard Islamabad administration has issued orders for postings and transfer of new assistant commissioners.

According to notification Abdullah Khan Swati has been posted Assistant Commissioner Secretariat Circle, Nihal Hafeez Assistant Commissioner Shalimar, Aneeq Anwar Assistant Commissioner Potohar, Kamran Asghar Assistant Commissioner Rural, Farwa Batul Assistant Commissioner Industrial Area, Aziz Khan Assistant Commissioner Nellore and Farhan Ahmed AC City.

Pak Olive National Gala 2023 concludes

STAFF REPORTER

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<https://pakobserver.net/pak-olive-national-gala-2023-concludes/#:~:text=In%20a%20concerted%20effort%20to,of%20quality%20within%20the%20sector>

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'Pak Olive National Gala' concludes

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Pak olive national gala 2023 concludes



Staff Reporter

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Chief Editor: Saeed Khan Niazi

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ISLAMABAD: Participants hold a banner during a walk on the eve of World Olive Tree Day at F-9 park in Federal Capital.

Pak Olive National Gala 2023 concludes in Federal Capital

■ NEWS DESK
ISLAMABAD

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PakOlive National Gala

LAUNCHING OF PAKOLIVE BRAND

CELEBRATING WORLD OLIVE TREE DAY

25-26 NOV 2023
9:00 am to 5:00 pm
F9 Park-Islamabad

#PakOliveNationalGala #WorldOliveTreeDay #OliveCulture2023 #OliveCulture #PakOlive

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islamabadian_vibes Join us at the Pak Olive National Gala as we celebrate World Olive Tree Day! Get ready for a day filled with nature's goodness as we proudly launch the Pak Olive brand – your go-to for 100% natural goodness! The first international olive brand promoting Pakistani olive farmers.

#pakolivenationalgala
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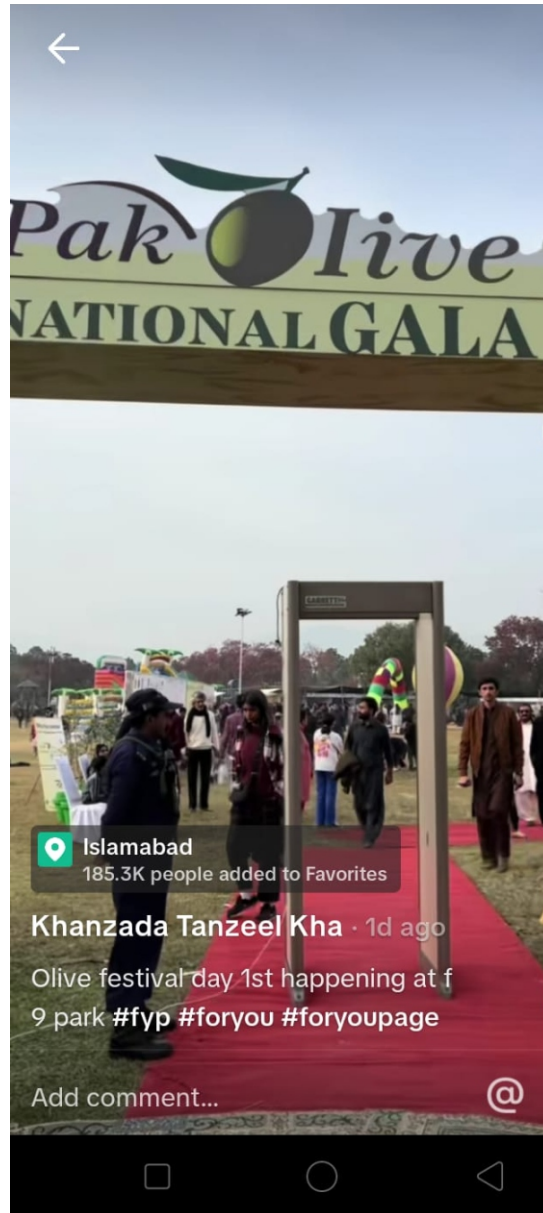
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A Project of Government of Pakistan

oliveCulture
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PakOlive *National Gala*

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**WORLD
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islamabadfood_mania World olive tree Day ❤️
@oliveculture.ciheam celebrates Pak olive National Gala on worlds olive tree day at F-9 park islamabad on 25-26 November. Don't miss this unique experience to learn about the benefits of olives and explore the world of olives in pakistan. they have different types of olive oils , olive pickles and different food items made of olives. its also a better opportunity to interact and explore the olive sector development in pakistan for consumers,businesses,entrepreneurs,s ervice providers,investors,farmers,youth and the foreign community. So don't miss out.
Date 25-26 November

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Here is from F-9 Park, Islamabad, where the Pak Olive National Gala is happening. Celebrate World Olive Tree Day and explore the olive sector's development in Pakistan. [@iocolivenews](#) [@OliveCulture1](#)
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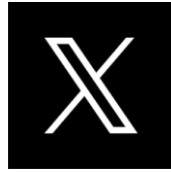


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Kudos to the [#PakOliveNationalGala](#) for being a platform that not only celebrates but also acknowledges the importance of Pakistan's olive industry. [@iocolivenews](#) [@OliveCulture1](#) [#OliveCulture](#) [#PakOlive](#)



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The PakOlive National Gala is more than just a gala; it's a celebration of Pakistan's growing olive industry. [@iocolivenews](#) [@OliveCulture1](#)
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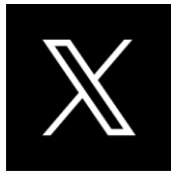


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This #PakOliveNationalGala is here to show the fast growing olive industry in Pakistan

@iocolivenews @OliveCulture1 #OliveCulture #PakOlive



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The Pak Olive National Gala is held at F-9 Park in Islamabad to provide opportunities for exploring olive sector development in Pakistan.

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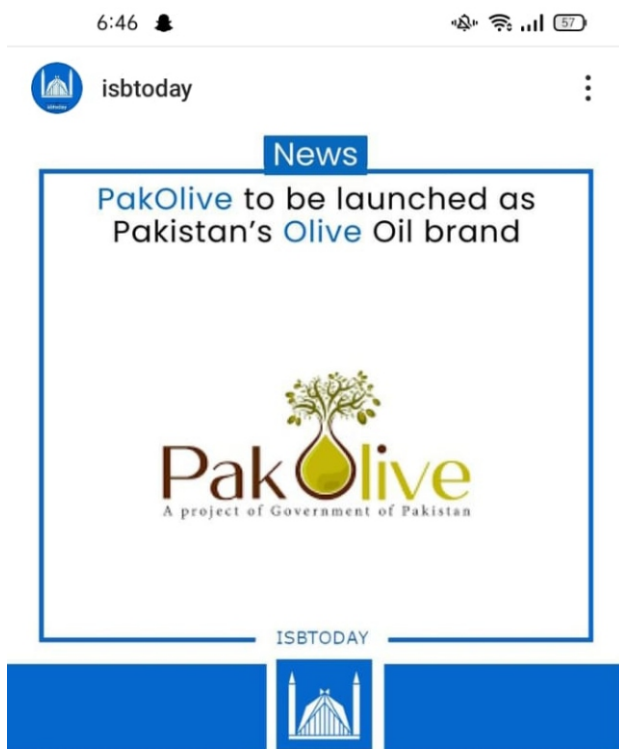
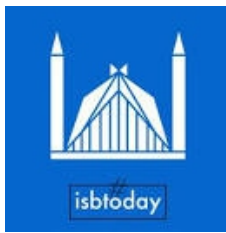
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Pakistan launches 'PakOlive' brand to boost purchase of certified-quality olive oil

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isbtoday As the olive sector is developing fast, with about 18,600 hectares of land has been brought under olive cultivation across the country, Pakistan is launching a brand of olive oil to be known as 'PakOlive'.

The Pakistan brand of olive oil will be launched at the two-day 'National Gala' at F-9 Park in Islamabad on Saturday to mark 'World Olive Tree Day'. The Minister for National Food Security and Research Dr Kausar Abdullah Malik, and the Ambassador of Italy Andreas Ferrarese, will be the main speakers at the national gala.

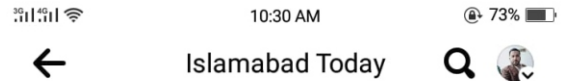
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Pak-Italy Join Hands for Olive Sector Development in Pakistan ISLAMABAD (Web News) On the occasion of World Olive Tree Day, Pak Olive National Gala is being held in Islamabad to provide opportunities to explore Olive Sector Development in Pakistan. The event is being organized by “Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II” and the Italian-funded “Olive Culture-Holistic and Multi-professional Mechanism for a Pakistani Olive Oil Value Chain” project....



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Progressive Climate Foundation - PCF team had a fantastic time at the Pak Olive National Gala in F-9 Park, Islamabad! 🌿🌍

We seized the opportunity to delve into the benefits of olive oil, visited Stalls of Talash & Timergara Lower Dir KPK and witness the strides made in Pakistan's olive sector. It was a celebration of World Olive Tree Day and the grand launching of Pak Olive Brand.

Here's to sustainable progress and a greener future! 🌱🌿

#OliveOilBenefits #PakOliveBrand #ClimateAction #F9parkislamabad #olives #ClimateChange

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Pak, Italy join hands for olive sector development

Regional, Islamabad, Newspaper

November 26, 2023

ISLAMABAD - On the occasion of World Olive Tree Day, Pak Olive National Gala is being held in Islamabad to provide opportunities to explore Olive Sector Development in Pakistan. The event is being organised by "Promotion of Olive Cultivation on commercial scale in Pakistan Phase-II" and the Italian-funded "Olive Culture-Holistic and multi-professional mechanism for a Pakistani Olive Oil Value Chain" project.

In addition to providing an opportunity to explore the olive sector, the Pak Olive Brand has been launched on this special occasion to help drive consumers to purchase certified quality olive oil, produced in Pakistan. The event is joined by olive sector developers, consumers, businesses, entrepreneurs, service pro...

6

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17 h · 🌐

Through Pakistan Corporation Television (PTV), viewers are immersed in the rich essence of olive oil, as the channel unveils the secrets behind their exquisite taste and health benefits. Italian expertise is highlighted in the enhancement of olive cultivation and the promotion of locally produced quality olive oil in Pakistan.

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Olive cultivation and olive oil production is increasing manifolds in Pakistan due to efforts of Pak-Italy. Salvatore Parano, Director Italian Trade Agency

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Pakistan has been identified favorable country for olive cultivation and soon will become a member of the International Olive Council, Dr Muhammad Tariq, National Project Director

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Day-1 Highlights
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SALVATORE PARANO
Director Italian Trade Agency

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We are focusing on involvement, economic empowerment and capacity building of women and youth to play an effective role in olive cultivation and its sector development. Dr. Marco Marchetti, Int Project Coordinator, OliveCulture Project

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While appreciating the efforts, Dr. Kausar Abdullah Malik, Federal Minister, MoNFSR stressed on the involvement of all provinces in the process of olive sector development in Pakistan and enhancing cultivation of olives in Pakistan.

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Stressing on the importance of olives, Dr. Kausar Abdullah Malik, Federal Minister, Ministry of National Food Security & Research shared the health benefits of olives from the Holy Quran.

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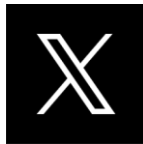
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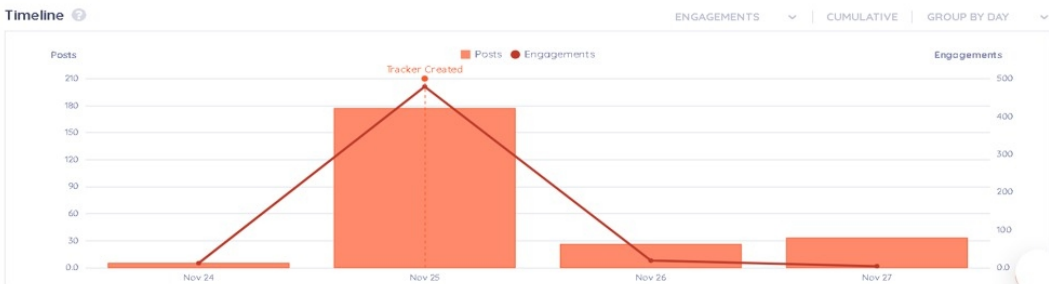
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13	1.3 k	14.3 k	729



PakOlive National Gala Twitter Seeding

#PakOliveNationalGala

241 POSTS	93 USERS	519 ENGAGEMENTS	844,234 REACH	2,112,035 IMPRESSIONS
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