

Pakistan Mango Festival Achieves Record Sales in Qatar

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Third Pakistan Mango Festival Concludes on a Record High, Selling Over 174 Tonnes of Pakistani Mangoes in Qatar

The Embassy of the Islamic Republic of Pakistan, in collaboration with Souq Waqif Management, successfully concluded the Third Pakistan Mango Festival, reaffirming the growing popularity of Pakistani mangoes in Qatar and the deepening trade and cultural ties between the two friendly countries.

Held at Souq Waqif, one of Qatar's premier cultural and tourist destinations, the festival attracted an impressive 84,600 visitors over its duration and recorded sales of 174,152 kilograms of fresh Pakistani mangoes, setting a new benchmark for the event. The overwhelming public response once again demonstrated the strong consumer preference for Pakistani mangoes, renowned worldwide for their

exceptional sweetness, aroma, and premium quality.

The festival was officially inaugurated by His Excellency the Ambassador of Pakistan to the State of Qatar and showcased a wide variety of Pakistan's finest mangoes, offering residents and visitors an opportunity to experience the country's rich agricultural heritage. Beyond promoting fresh produce, the festival served as a platform to strengthen commercial linkages between Pakistani exporters and the Qatari market while celebrating the longstanding friendship between Pakistan and Qatar.

This year's festival was held against the backdrop of extraordinary logistical challenges affecting regional supply chains. Furthermore, the festival programme was respectfully paused in observance of the national mourning declared by the State of Qatar following the passing of the father of His Highness the Amir. Despite these unforeseen circumstances, the festival concluded with record-breaking sales and visitor numbers, reflecting the resilience of the organizers and the unwavering demand for Pakistani mangoes among consumers in Qatar.

The Embassy of Pakistan acknowledges with deep appreciation the invaluable partnership of Souq Waqif Management, whose continued support and close collaboration have been instrumental in the success of the Pakistan Mango Festival since its inception. By once again providing an iconic venue and an exceptional platform for cultural and commercial engagement, Souq Waqif has played a pivotal role in connecting the people of Qatar with one of Pakistan's most celebrated agricultural products.

The Embassy also extends its gratitude to the Pakistani exporters, importers, logistics partners, volunteers, media representatives, and the wider Pakistani community, whose collective efforts ensured the successful organization of the festival despite challenging circumstances.

The Pakistan Mango Festival has evolved into one of the Embassy's flagship public diplomacy and trade promotion initiatives in Qatar, demonstrating how agricultural products can serve as ambassadors of culture, friendship, and economic cooperation. Building on the success

of this year's event, the Embassy of Pakistan looks forward to further expanding opportunities for Pakistani agricultural exports and introducing more of Pakistan's world-class products to consumers across Qatar.

With record sales of 174,152 kilograms of mangoes and 84,600 visitors, the Third Pakistan Mango Festival stands as another significant milestone in strengthening bilateral trade, promoting Pakistan's agricultural excellence, and celebrating the enduring friendship between Pakistan and the State of Qatar.

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