
Pakistan Fruit Festival Launches at Al Meera Across 15 Stores



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DOHA, July 2: The Embassy of the Islamic Republic of Pakistan, in partnership with Al Meera

Consumer Goods Company, has launched the Pakistan Fruit Festival, being held from 2 to 8 July

across fifteen Al Meera outlets in Doha.

The festival was officially inaugurated at the Al Meera Mansoura branch by H.E. Muhammad

Aamer, Ambassador of Pakistan to the State of Qatar, in the presence of Al Meera's executive management, Embassy officials, and members of the Pakistani community.

During the opening ceremony, the Ambassador toured specially arranged fruit displays showcasing the wide variety and premium quality of Pakistani seasonal produce now available in the Qatari market. He praised the initiative as a significant step in strengthening Pakistan-Qatar trade relations and expanding market access for Pakistan's agricultural exports.

A cake-cutting ceremony was also held to mark the formal inauguration of the festival, creating a celebratory atmosphere attended by senior officials from Al Meera and the Embassy of Pakistan, including Ms. Qurat Ul Ain Zafar, Trade and Investment Attaché at the Embassy of Pakistan, who plays a key coordinating role between the Embassy and Al Meera for trade promotion initiatives.

In his remarks, the Ambassador emphasized that Pakistan is among the world's leading producers of high-quality fruits, particularly mangoes, and expressed confidence that the festival would further enhance commercial cooperation while introducing Qatari consumers to authentic Pakistani agricultural products. He also highlighted the importance of such initiatives in supporting food security cooperation and bilateral trade expansion.

Al Meera, one of Qatar's leading national retail chains, continues to serve as a bridge between global suppliers and local consumers, offering a wide range of quality products and accessible

shopping experiences. Through this initiative, families across Qatar are provided with easier access to premium Pakistani seasonal fruits during the summer harvest season.

The festival is being held across 15 branches, including Hazm Al Markhiya, Hyatt Plaza, Mansoura, Ain Khaled, Bin Omran, Rawdat Eqdeem, Leabaib 1, Azghawa, Khalifa South, Jeryan Junaihat, Wakra South, Thumama 2, Airport Hypermarket, Thakira, and Umm Ghuwailina.

Visitors can explore a curated selection of Pakistan's finest seasonal fruits, especially mango varieties such as Sindhri, Chaunsa, Dussehri, Langra, Anwar Ratol, Fajri, and Sunera, alongside peaches, apricots, and java plums.

The Pakistan Fruit Festival reflects the shared commitment of the Embassy of Pakistan and Al Meera to promote cultural exchange, encourage healthy lifestyles, and strengthen community engagement in Qatar while further deepening bilateral trade relations.