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C.S. 3/6/2018

Madrid, 30th July 2018

Subject: **Product Report on Rice**

Dear Sir,

[Handwritten signature]

Hope you are keeping well. Kindly refer to the subject noted above.

2. Please find enclosed product report on Rice of Commercial Section Madrid for the Financial Year 2018-19.

3. In view of the potential of Spanish market for exports of Pakistani rice, there is a need to enhance export promotional activities in this market. It is, therefore, suggested that TDAP should send a high-level rice delegation comprising of exporters of rice to Spain. TDAP should give at least 3 months' notice to the Commercial Section with definite dates and details of the delegates. This will be necessary for visa recommendations, visa processing at TDAP's end and for soliciting quality and productive meetings

Best Regards,

[Handwritten signature]

(Dr. Muhammad Hamid Ali)
Commercial Counsellor

**Secretary,
Trade Development Authority of Pakistan,
Karachi**

Copy to:

1. Joint Secretary (EU), Ministry of Commerce, Islamabad
2. Staff Officer to Secretary Commerce, Ministry of Commerce, Islamabad
3. PS to Additional Secretary Commerce, Ministry of Commerce, Islamabad