



PRESS RELEASE

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New Trade Office in Dubai Opens Trade Route for Farmers

DUBAI, UNITED ARAB EMIRATES | FEBRUARY 20, 2012 – A new trade office opened in Dubai, UAE that will connect Afghan traders to international buyers, with the expectation of doubling/tripling income for rural Afghan farmers and families.

The trade office is operated by Tak Dana Dry and Fresh Fruits Processing Company, which is part of the Commercial Horticulture and Agricultural Marketing Program (CHAMP) program, operated by Roots of Peace (RoP). The project is funded by the United States Agency for International Development (USAID). The key objective of the new trade office is to represent Afghan Traders exporting dry/fresh fruits to international markets.

“Afghan trade and investment is confronted with a lot of problems. Improvement of the current situation needs constant effort. An important effort that can help address the current challenges is to improve Afghanistan’s trade relations with the world, especially our major trade partners. The establishment of this office is an important step toward facilitating Afghanistan’s export to Gulf region,” Said Hassan Fahim, Chairman of ACCI.

In November 2011, the CHAMP project contributed to the establishment of a similar trade office in Delhi, India.

CHAMP works towards reducing poverty among rural Afghan farmers by shifting from low-value annual crops to high-value crops, developing a marketing plan and linking producers to merchants.

Roots of Peace employs hundreds of Afghan farmers and has worked in 28 of the 34 provinces since 2002. For further information visit www.rootsofpeace.org.

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