

Pakistan Highlights Strategic Potential of Pink Rock Salt at Expo 2025 Osaka

Under the visionary leadership of PMDC Managing Director Mr. Asad Ahmed, Pakistan proudly represented its mineral wealth at Expo 2025 Osaka, spotlighting the globally renowned Khewra Pink Rock Salt — a symbol of the country's rich geological heritage.

In a high-level panel discussion, the delegation underscored the strategic importance of Pakistan's Salt Range formation. With substantial reserves and untapped value-added potential, Pink Rock Salt offers significant opportunities for economic growth, foreign investment, and enhanced global trade positioning.

The discussion emphasized:

-  Global branding and market positioning to establish Pink Salt as a premium export product
-  Geographical Indication (GI) protection to secure Pakistan's exclusive ownership and authenticity in global markets
-  Strengthening Intellectual Property (IP) enforcement to ensure long-term competitiveness
-  Adoption of sustainable mining practices aligned with international environmental and ethical standards.



**Osaka (Japan)
Expo 2025**

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Engr Asad Ahmed
Managing Director
(PMDc)

Malik Naeem
Project Manager
(Khewra)

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