

First Liwa Date Festival and Auction kicks off in Abu Dhabi

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مهرجان و مزاد ليوا للتمور

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The first edition of the Liwa Date Festival and Auction kicked off, in Liwa City, Al Dhafra Region, Abu Dhabi, under the patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region.

The festival Organised by the Cultural Programmes and Heritage Festivals Committee aims to underscore the UAE's rich history of palm trees and dates and provide a platform for businesses to communicate and build a stronger business network.

Major General Faris Khalaf Al Mazrouei, Commander-in-Chief of the Abu Dhabi Police, and Chairman of the Cultural Programmes and Heritage Festivals Committee of Abu Dhabi said, "The Liwa Date Festival and Auction contributes to supporting the efforts made at the country level to improve date palm cultivation, production and marketing."

Eissa Saif Al Mazrouei, Vice Chairman of the Cultural Programmes and Heritage Festival Committee - Abu Dhabi, said, "The Liwa Date Festival and Auction features specialised competitions dedicated to olive oil and honey," he said, the Liwa Date Festival every year features competitions dedicated to various crops, like mangoes, lemon and fig, in addition to the Aldar Fruit Basket Competition, which showcases tens of various summer fruit species grown in the UAE," he added.

The festival features the "Global Village of Dates" that serves the public display of global varieties of date fruit from around the world and a direct sale outlet for the festival's visitors wishing to purchase various types of fruit.

The festival provides a valuable opportunity for date farmers and producers in the UAE to communicate directly with date investors, exporters and producers coming from many countries, such as India, Britain, Canada, Bangladesh, Morocco and Lebanon, which contribute to informing the participants about the UAE's strategy for developing the dates sector and investment opportunities up for grabs in the country.