

POST-EVENT REPORT-FOODAG

OVERVIEW OF THE EVENT

Food security has become one of the pressing challenges of today's time everywhere in the world. With availability of surplus quantities of various agro-food products around the year, Pakistan has the potential to become a food basket for the World. Keeping in view the potential of Pakistan as food basket for the world, first International Food & Agriculture Exhibition-Foodag 2023 was organized by TDAP from 10th to 12th August, 2023. With its theme of "Growing a Sustainable Future", FoodAg 2023 successfully brought International and Local communities together to generate a hope for building a common future. FoodAg is Pakistan's first international food and agriculture exhibition showcasing potential of Pakistan's dynamic agro and food industry.

The First ever global Food event of Pakistan provided platform to 258 Agro product companies including 40 SMEs to showcase their products to 600+ international buyers from 60 countries. More than 5000 B2B meetings, generated business worth USD 410 million were finalized along with signing of 10 MoUs.

Major international brands participated in the event were : Nico Food, Diamond Star, Zensho Trading from Japan, Metro, Amzon and Hello Fresh from Germany, Vitana Food and Shana Food from Iran. The largest participation was from China comprising 155 buyers.

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KEY HIGHLIGHTS

- B2B meetings: 5,000 B2B meetings with individual delegations to discuss possible future collaborations and conversations on Pakistan's export potential and how to increase the numbers while sustaining ethical and smart practices in farming, growing and packaging.

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- MoU signings: Guard Rice and Leaton China also partnered to bring quality grains to global tables, and Altec Pakistan and Leaton China unite for innovative agri solutions. At the exhibition location in Hall 1, we witnessed Khairpur Foods collaborating with Al Khair Group from Kazakhstan for quality dates.
- Agri Investment Conference: conference along with panel discussion featuring heads of Provincial Boards of Investment. This platform provided insights into the lucrative investment opportunities present in Pakistan's agricultural sector.
- Sideline Forum meetings: Conference on GI Registration, horticulture potential, modern trade tools and practices were held to educate participants. Meetings of 15 regulatory authorities were held with Pakistani counterparts.
- Global Cuisine Show: international and national chefs gathered to host live cooking shows. There were chefs from Turkey, Azerbaijan and Poland. There were stalls showcasing premium goods and street food from Pakistan.

A delegation of 50 members from ASEAN countries attended the exhibition. Almost 200 B2B meetings were held at FoodAg 2023 while more than 250 meetings held at local hotels, between the exhibitors and the buyers to foster strong business relations. Meetings also resulted in positive outcomes which indicates success of the event.

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PROGRAMME SCHEDULE

FOODAG-ACTIVITIES FOR 3 DAYS (10TH -12TH August)

DAY 01 ACTIVITIES (10TH AUGUST)

07:00 AM	Breakfast of delegates at hotel
08:30 AM	Departure from hotel
09:30 AM	Arrival at Expo Centre Karachi
09:30 AM	Delegates Registration
10:00 AM	Commencement of conference
10:10 AM	Recitation of Holy Quran
10:15 AM	National Anthem
10:30 AM	Welcome Note
10:45 AM	Agro-Food Sector Issues & Opportunities
11:00 AM	Address by Chief Guest
11:30 AM	Ribbon Cutting Ceremony
11:45 AM	Opening of gates for exhibition
01:00-02:00 PM	Lunch Break
02:00-05:00 PM	B2B Networking
02:30-05:00 PM	Conference Resumes: Pitching Session by Provincial BOIs
07:00-09:30 PM	Welcome Dinner

DAY 02 ACTIVITIES (11TH August)

07:00 AM	Breakfast of delegates at hotel
08:30 AM	Departure from hotel
09:00AM-01:00 PM	Exhibition opens & B2B Networking



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10:00 AM	TIR & regional connectivity
11:00 AM	Seminar by ITC
01:00-02:30 PM	Jumma Prayers & Lunch Break
02:00 PM	Provincial BOI's Session
02:30-05:30 PM	B2B Networking
03:00-04:30 PM	Panel Discussions
06:00 PM	Departure of delegates from Expo Centre

DAY 03 ACTIVITIES (12TH AUGUST)

07:00 AM	Breakfast of delegates at hotel
08:30 AM	Departure from hotel
09:00AM-01:00 PM	Exhibition opens & B2B Networking
09:00 AM Onwards	Industry Visits
11:00AM	PHDEC
01:00-02:00 PM	Lunch Break
02:00 PM	REAP Seminar
02:30-05:30 PM	B2B Networking
06:00 PM	Departure of delegates from Expo Centre

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LOCAL MARKETING

Local marketing of the event remained quite successful. 258 exhibitors from various sectors exhibited in the exhibition. Renowned brands such as Matco, Shan Foods, Hemani International, Tata Best Foods, Hilal Foods, Atlas, Meskay, Vania Food Industry, Jazaa global, and Shezan exhibited in FoodAg. Sector-wise breakdown is given below:



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S.No	Sector Name	Total Applications
1	Agritech	29
2	Beverages and Drinks	12
3	Biscuits, Confectionery, Bread, Pastries, Cakes and Chewing Gum	22
4	Cereals	29
5	Dairy	8
6	Dry Fruits	1
7	Fruits, Vegetables, and Frozen / IQF	59
8	Honey	18
9	Meat	10
10	Oil and Ghee / Oil Seeds	7
11	Poultry Products	3
12	Processed Food including Jams, Marmalade and Ketchup	24
13	Salt	12
14	Sea Food and Fisheries	12
15	Spice and Spice Recipes	12
16	Tobacco	0
	Total Applications	258

INTERNATIONAL MARKETING

600 International Buyers from 55 countries participated in the event. The largest participation was from China. The major objective of FoodAG was to provide Pakistani exporters with an opportunity to connect with International buyers. This event provided a unique platform for conduction of business to business meetings and served as a common meeting place for exchange of ideas.



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The details of B2B meetings, signing of MOUs, and finalization of business deals during the event are as following:

B2B MEETINGS

SN	SECTORS AND HALL NUMBER	ACTUAL BUSINESS GENERATED (IN USD M)	ESTIMATED BUSINESS GENERATED (IN USD M)	Number of B2B Meetings on 10-12 th August 2023
1	Fruit & Vegetable	17.719	104.042	1,413
2	Processed Food	3.44	27.23	1,039
3	Cereals & Spices	5.69	219.55	1,143
4	Meat, Fishery, Poultry, Dairy	0.2662	12.33	2,227
5	Spices	1.63	50.33	1,236
	TOTAL	28.74	413.48	7,058

MoUs

- MOU between Al-Khair Group International (from Kazakhstan) & Khairpur Food International (from Pakistan) worth of USD 1.2 million.
- Two MOUs were signed between Pakistani companies and their counterparts. Guard Rice signed an MoU with a Chinese firm and ITC with TDAP

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- MOU signing ceremony between “Litong “ Chen Changwei and Guard Agricultural Research and Services Limited for red chillies cultivation in Pakistan and export to China under CPEC framework.
- MOU signing ceremony between Guard Rice and Singaporean Hospitality Group.
- MOU between Khyber Pakhtunkhwa Board of Investment & Trade Pakistan and Rubenia Srl (Pvt) Ltd based in Rome, Italy in the areas of mutual interests and benefits.
- Syngenta Pakistan signs MOU with CMEC (China Machinery Engineering Corporation) for strategic collaboration on key export crops, innovative farming practices, Crop export program and development of Centrigo new farming Eco system centers.



- MOU signing of KPBoIT with Italian Delegation for Investment.
- Investment by Singaporean company is in Cholistan (MoU of PKR 20 Million per 1,000 acres)

BUSINESS DEALS

- **Pakistan Secures \$20 Million Deal for Pink Rock Salt Exports**

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- A deal worth \$20 million was made to bring in more foreign investment. The Pakistan Mineral Development Corporation (PMDC) and a company from America agreed to work together.
- Saudi delegation's meeting with Sheezan Foods
 - Success of One Container trial order received

CUISINE SHOW

The Global Cuisine Show, an extravagant celebration of culinary creativity and cultural diversity, took place on 10th – 12th Aug. 2023 at the stunning Expo Center Karachi. The event showcased the fusion of Pakistani ingredients with international culinary techniques, featuring renowned chefs from around the world. It was a delectable journey that unveiled the endless possibilities of blending Pakistani flavors with global cuisine.

This remarkable event attracted a diverse audience of 500 international delegations, 400 marketers, high-level management, government officials, celebrities, bloggers, and culinary enthusiasts. Over the course of three days, attendees had the privilege of experiencing an array of dishes and participating in 10 master classes, each featuring a unique recipe.

Event Highlights

1. Grand Opening Ceremony

The event commenced with a dazzling red carpet ceremony, graced by renowned food bloggers, influencers, and celebrities. Their presence added glamour and significance to the occasion. Distinguished guests, including diplomats, food connoisseurs, and culinary enthusiasts, gathered to witness this cultural and culinary extravaganza.

2. Culinary Creations Showcase

The heart of the event was the culinary creations produced by a stellar team of international and local chefs. These dishes, blending Pakistani ingredients with international culinary techniques, were crafted to perfection, showcasing the potential of cross-cultural gastronomy.

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3. International Chefs

A highlight of the Global Cuisine Show was the presence of internationally acclaimed chefs, each renowned for their unique culinary style. These chefs hailed from diverse countries, including Italy, Thailand, Azerbaijan, Spain, Korea, Germany, and France. They collaborated with local Pakistani chefs to create fusion dishes that combined their expertise with the rich flavors of Pakistan.



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4. MOC's Role

The Master of Ceremonies, an expert in culinary communication, engaged the audience with eloquent descriptions of each dish. They highlighted the ingredients, the fusion techniques, and the cultural significance behind each creation.

5. Chef Expertise Spotlight

Before each culinary demonstration or dish presentation, the MOC provided insights into the chef's background and expertise. Attendees learned about the chef's culinary journey, their international experiences, and their unique style.

6. Cooking Demonstrations

Throughout the day, cooking demonstrations took place in a state-of-the-art kitchen area, where chefs shared their culinary secrets and techniques. Attendees had the opportunity to learn about the fusion of flavors, cooking methods, and the art of presentation.

7. Global Fusion Tasting Stations

The heart of the event was the Global Fusion Tasting Stations, where attendees could sample a wide array of dishes created by the international and local chefs. From Italian-Pakistani pasta dishes to Japanese-Pakistani sushi rolls, there was a delightful fusion of flavors to satisfy every palate.

8. Cultural Experiences

Beyond the culinary delights, the Global Cuisine Show offered cultural experiences such as traditional Pakistani art and crafts displays, dhabaa, and spice bazaar. Attendees could immerse themselves in the rich cultural heritage of Pakistan.

9. Hero Products Display

A dedicated area showcased Pakistan's hero products, including Rice, Honey, Mango, and Dates. Attendees were invited to explore the rich flavors of these treasures, with opportunities to taste dishes like fragrant Biryani, sweet Mango ice cream, succulent Dates, and delightful Honey-based treats.

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10. Street Food Delights

The event celebrated the vibrant street food culture of Pakistan with stalls offering Gola Ganda (shaved ice treats), Pani Puri (a popular street snack), and an array of mouthwatering Mango pickles that added an extra layer of culinary diversity.

11. Media Wall for Feedback and Testimonials

The media wall was strategically placed to collect feedback and testimonials from attendees. It featured a digital display where attendees could share their thoughts and experiences regarding the Global Cuisine Show.

12. Engagement and Interaction

The photo booth, live selfie mirror, and media wall encouraged engagement and interaction among attendees.

13. Export Promotion

Representatives from the Pakistani trade and commerce sector actively engaged with international chefs and attendees. They provided information on sourcing Pakistani spices and ingredients for use in international kitchens, fostering new trade relationships and export opportunities.

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14. Export Success Stories:

The event featured success stories from chefs and businesses that have successfully incorporated Pakistani spices and ingredients into their menus and products, highlighting the positive impact on their businesses and the quality of their offerings

AGRI-INVESTMENT CONFERENCE

The inaugural of the First International Food and Agriculture Exhibition was done through the 'Investment Conference'. The main spirit behind the initiative was to show the global players, investors and businessmen who were coming to see Pakistan's Agro & Food based products that we are very much willing and ready for investment in Agriculture and other sectors like Fisheries, Meat and Poultry.



Mr. Kamran Tessori, Governor, Sindh was the Chief Guest for the Inaugural Ceremony. A detailed presentation of Green Initiative, from the platform of Special Investment Facilitation Council (SIFC) was given by the General Shahid Nazir, SIFC.

Objectives

UNCTAD's (United Nation Conference on Trade and Development) World Investment Report 2023 reveals a widening annual investment deficit that developing countries face as they

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work to achieve the Sustainable Development Goals (SDGs) by 2030. The gap is now about \$4 trillion per year – up from \$2.5 trillion in 2015 when the SDGs were adopted.

Investments is the key to bridge these gaps and integrate global economy to achieve maximum economy scales through compact global value chains (GVCs). The main objective to hold this Investment Conference on Agriculture was to provide an environment for people around the world to explore investment opportunities in various sectors of Agriculture of Pakistan including value addition to fruits and vegetables, cold storage chains, oil processing plants, seafood and corporate farming.

Panel Discussion on Investment Conference (10th August 2023)

Panel Discussion on Investment Conference was held to incite debates and highlight the potential of the Investment opportunities in Pakistan. Foreign Delegates from Italy, Netherlands, Nigeria, and China were present in the panel discussion

Dr. Fareed Iqbal Qureshi, Secretary TDAP gave welcome remarks to the audience, highlighting the importance of investment in connectivity and growth and was glad that the FoodAg 23 Exhibition had received an overwhelmingly positive and warm response.

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Fared Iqbal Qureshi
Secretary,
Trade Development Authority of Pakistan

"Today we hold this Investment Conference on Agriculture to provide an environment for people around the world to explore investment opportunities in various sectors of Agriculture of Pakistan including value addition to fruits and vegetables, cold storage chains, oil processing plants, seafood and corporate farming."

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Mr. Farukh Amil, Chairman Intellectual Property Rights and Mr. S.M Tanveer Punjab Agriculture Minister also joined the Panel Discussion along with the provincial investment boards/departments representatives. The Panel Discussion was moderated by Mr. Omar Hameed, Trade Minister, Brussels.

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Farrukh Amil
Chairman, Intellectual Property
Organisation of Pakistan

“Intellectual property is extremely important in all upcoming business partnerships, I encourage international buyers to create collaborations and joint venture’s with local Pakistani companies”

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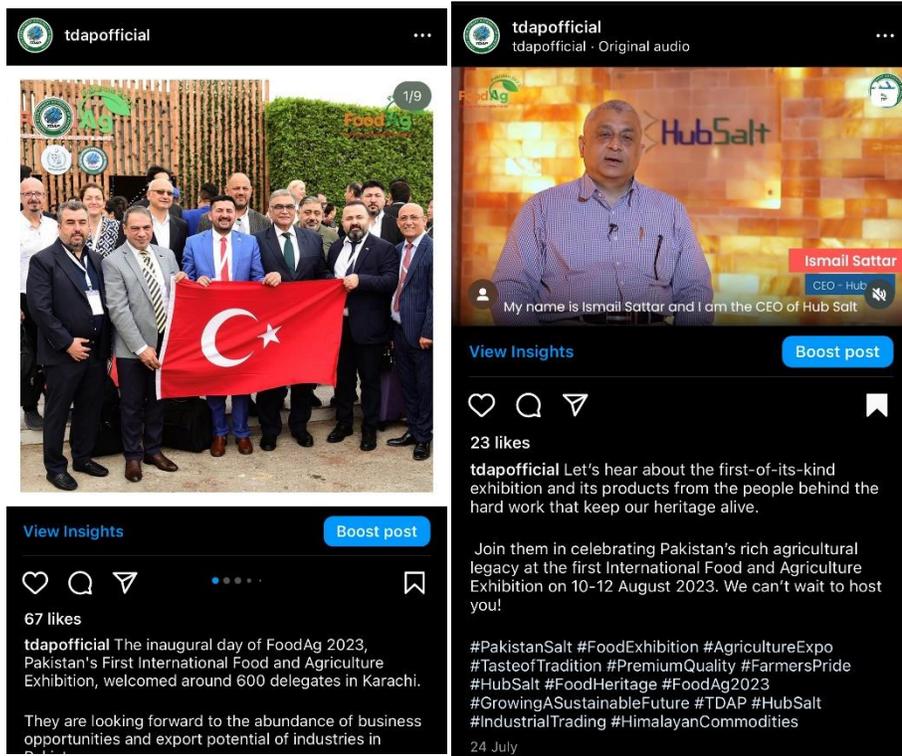
The Special Economic Zones (SEZs) has immense potential with clusters dedicated to Food and Agricultural units. The representatives from Investment Provincial Boards of Punjab, Sindh, Balochistan and Khyber Pakhtunkhwa gave presentation on SEZs to apprise the global community of various opportunities that are available in Pakistan. To fast-track the development of projects, the establishment of a Special Investment Facilitation Council (SIFC) has been undertaken to act as a ‘single window’ interface for potential investors.

PROMOTION VIA PRINT, DIGITAL & SOCIAL MEDIA

Social Media Promotion of the event remained in full swing throughout the event. The details of engagement on the various social media accounts is as under:

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Instagram: 75+ feed posts were published on Instagram including 400 stories.



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Original audio

Ismaïl Sattar
CEO - Hub

My name is Ismaïl Sattar and I am the CEO of Hub Salt

View Insights Boost post

23 likes

tdapofficial Let's hear about the first-of-its-kind exhibition and its products from the people behind the hard work that keep our heritage alive.

Join them in celebrating Pakistan's rich agricultural legacy at the first International Food and Agriculture Exhibition on 10-12 August 2023. We can't wait to host you!

#PakistanSalt #FoodExhibition #AgricultureExpo #TasteofTradition #PremiumQuality #FarmersPride #HubSalt #FoodHeritage #FoodAg2023 #GrowingASustainableFuture #TDAP #HubSalt #IndustrialTrading #HimalayanCommodities

24 July

View Insights Boost post

67 likes

tdapofficial The inaugural day of FoodAg 2023, Pakistan's First International Food and Agriculture Exhibition, welcomed around 600 delegates in Karachi.

They are looking forward to the abundance of business opportunities and export potential of industries in

Facebook: 75+ Feed posts & 50+ stories



Trade Development Authority of Pakistan is with HubSalt and Himalayan Commodities "Manufacturer of Himalayan Salt Products".

Posted by Alma Lalwany
24 Jul · 🌐

Let's hear about the first-of-its-kind exhibition and its products from the people behind the hard work that keep our heritage alive.

Join them in celebrating Pakistan's rich agricultural legacy at the first International Food and Agriculture Exhibition on 10-12 August 2023. We can'... See more

hosted by Trade Development Authority of Pakistan

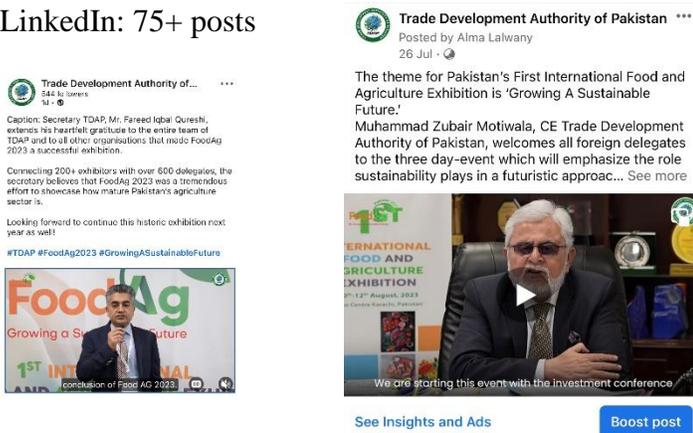
See Insights and Ads Boost post

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Twitter: 80+ Tweets & 4 days seeding and 2 days trending



LinkedIn: 75+ posts



Apart from social media, the event was also promoted on digital & print media. Details of activities undertaken for digital & print media include publication of material on 20+ channels, 20+ newspapers. Content was posted online as on various platforms such as startup Pakistan, Hello Magazine, Mangobaz, Times of Karachi, OK Pakistan, FHM, Tribune & Maliha Rehman. Sixteen bloggers also covered the event live on social media.

POST EVENT REPORT

- 5000 plus B2B meetings, business worth USD 410 million were finalized along with signing of 10 MoUs.
- Representatives from 15 Regulatory Authorities, who held detailed 26 meeting with Pakistani counterparts to discuss SPS and quarantine issues.
- TDAP joins hands with UNITC, opening doors to new trade horizons
- Guard Rice and Leaton China partner to bring quality grains to global tables
- Altec Pakistan and Leaton China unite for innovative agri solutions.
- Khairpur Foods and Al Khair Group Kazakhstan for quality dates
- DEA Group and Qingdao Lulu Agricultural Equipment Co. Ltd. joined hands for Chili Processing
- Pakistan and China joinQW1
- Syngenta Pakistan signs MOU with CMEC (China Machinery Engineering Corporation) for strategic collaboration on key export crops, innovative farming practices, Crop export program and development of Centrigo new farming Eco system centers.
- MoU signing of KPBoIT with Italian Delegation for Investment.
- Investment by Singaporean company is in Cholistan (MoU of PKR 20 Million per 1,000 acres)

FUTURE PROSECTS

The First International Food & Agriculture Exhibition 2023 paved way for the future growth & development of Pakistan's dynamic agro & food industry. This fair laid a solid foundation for upcoming years to capitalize on the opportunity garnered through discussions with the foreign partners. The successful organization of this exhibition will serve as a beacon of hope for the industry and will generate interest in Pakistan's agro-food produce across the globe.

CONCLUSION

FoodAg with its theme of growing a sustainable future targeted buyers from 55 countries as well as prominent speakers from the world. The products exhibited during the event reflected Pakistan's strength in both raw as well as processed Agro and Food Section including seafood,

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cereals, fruits, vegetables, dates, spices, dairy, Halal meat, poultry, edible oil / ghee, salt confectionary and processed food. The fair was designed to enhance capacity of exporters to showcase their products, discuss Joint-Venture opportunities with foreign partners in the value-added sectors as well as uplifting the qualitative standards of our Agriculture produce.