



FoodAg[®]

PAKISTAN - 2025

Harvesting Innovation, Cultivating Sustainability

25-27
NOVEMBER

3RD INTERNATIONAL
FOOD & AGRICULTURE
EXHIBITION 2025

Expo Center, Karachi





FoodAg⁺

PAKISTAN'S PREMIER **FOOD AND AGRO EVENT**

Where trade connects, flavors inspire, and
innovation thrives!





Trade Development Authority of Pakistan (TDAP)



ABOUT TDAP

Empowering Exporters, Expanding Markets

TDAP fuels Pakistan's global trade ambitions through innovation, outreach, and export empowerment.

The Trade Development Authority of Pakistan (TDAP) stands at the forefront of driving Pakistan's export growth.

With a sharp focus on market and product diversification, TDAP leads the charge by organizing global exhibitions, trade delegations, and flagship events that connect Pakistani businesses to the world. It works hand-in-hand with federal and provincial bodies to strengthen supply chains and fuel sectoral expansion.

Beyond trade promotion, TDAP empowers exporters through expert advisory services, the formation of sectoral councils, and impactful capacity-building programs - including e-commerce training and women entrepreneurship development.

With a commitment to data-driven progress, the Authority also delivers in-depth trade research, policy briefs, and market intelligence to shape smarter, export-focused strategies.



FOODAG

Where Innovation Meets Sustainability in Agro-Food Trade

FoodAg is TDAP's premier international agro-food exhibition, showcasing Pakistan's dynamic agricultural sector to a global audience.

The 3rd edition, taking place from November 25-27, 2025, in Karachi, will feature **500+ exhibitors and 850+ international buyers from over 80 countries.**

With the theme "Harvesting Innovation, Cultivating Sustainability" FoodAg highlights cutting-edge advancements in food production, processing, and export.

The event offers curated experiences such as Global Cuisine Show offering 24 master classes, and Flavorful forum which included Chef Talk series.

The FoodAg Summit will bring together global experts to discuss trade, investment, and sustainability. Initiatives like Femme Forward and FoodAg Inspire spotlight women-led innovation and future food trends.

FoodAg serves as a strategic platform for forging international partnerships and promoting Pakistan's role in global food security.

FoodAg unites innovation, sustainability, and global opportunity under one roof.



PROJECTED PARTICIPATION IN 2025



500+

Exhibitors



850+

International Buyers



80+

Countries





FOODAG ELEMENTS

The Building Blocks of Pakistan's Global Agro Showcase



The components of FoodAg Expo come together to create a dynamic platform that bridges innovation, trade, and culture.

From world-class exhibitions to global culinary showcases and high-level business engagements, each element plays a vital role in positioning Pakistan as a key player in the global agro-food landscape.





Exhibition

A grand showcase of Pakistan's finest agro-food products and innovations under one roof.

Global Cuisine Show

A culinary spectacle featuring world-class chefs and live masterclasses from world over.



High Profile Meetings

Strategic dialogues with global delegations & trade leaders shaping the future of agri-policy.

Conferences & Seminars

Insightful sessions on food trends, agri-tech, & sustainable trade opportunities.



B2B Meetings

Thousands of targeted B2B meetings connecting local producers with global buyers.

MoU Signing

Major trade agreements and investment deals sealed between Pakistani exporters and foreign partners.





KEY HIGHLIGHTS

of FoodAg 2024



MOUs

Nineteen **(19) MoUs of US\$ 100 Million** approximately were signed.



Factory Visits

TDAP arranged **9 factory visits** of foreign delegates on requirement basis.



Chambers & Associations Meetings

FPCCI, Kenyan Chamber (KNCCI), Germany, Uganda and others.



High Profile Meetings

Federal Minister of Commerce engaged with delegations from Sri Lanka, Vietnam, Belgium, Egypt, Qatar, Indonesia, Afghanistan, Malaysia, Russia, Uganda, Netherlands, EAC, and South Africa.



Regulatory Bodies

13 regulatory bodies held detailed meetings with Pakistani counterparts on SPS and quarantine matters.



Pak-China Agri Investment Conference at FoodAg 2024

The Pak-China Agro Trade Conference, part of the FoodAg 2024 exhibition, highlighted investment opportunities and agricultural collaboration between Pakistan & China. The conference aimed to deepen agricultural trade and investment between the two nations.

Pak-Africa Investment Conference at FoodAg 2024

The FoodAg 2024 exhibition in Karachi included a Pak-Africa Agri Investment Conference, which aimed to expand bilateral trade, improve agricultural exports, and upgrade trade infrastructure between



Pakistan and African nations

Pitching Sessions from Provincial Governments

- Customised stands were provided to all provincial investment Boards, IPO Pakistan, BOI and SIFC
- The 03 days of the exhibition was marked with pitching sessions by heads of Provincial Boards of Investment.
- Investment in corporate farming, fisheries & aquaculture, meat, processed food, value-addition in fruits and vegetables were the focused areas of pitching session.



Trade Development Authority of Pakistan (TDAP)

MOMENTS THAT MADE FOODAG 2024

Snapshots of Success







Trade Development Authority of Pakistan (TDAP)

SHOWCASING EXCELLENCE

From Pakistan to the World - Sector & Country
Participation in FoodAg 2024

77

Participating
Countries

320

Exhibitors

873

Foreign
Delegates

FoodAg 2024 brought together a vibrant mix of local and international stakeholders, showcasing the strength of Pakistan's agri-food sector. The event featured a diverse range of exhibitors representing key industries.

With a strong international presence, the expo welcomed a significant number of foreign delegates, fostering cross-border partnerships, knowledge exchange, and export opportunities.



FOODAG's growing reputation as a premier agri-food trade event stems from its **strategic positioning, robust sector diversity, and access to one of the region's largest consumer markets.** International exhibitors and investors are drawn by the opportunity to tap into Pakistan's evolving agri-food ecosystem, connect with reliable local partners, and explore **export-ready solutions.**



GLOBAL ENGAGEMENT

Nations Represented at FoodAg 2024



77

**Countries
Participated in
FoodAg 2024**

ASIA

14

Afghanistan
China
India
Indonesia
Japan
Malaysia
Philippines
Republic of Korea
Russia
Singapore
South Korea
Sri Lanka
Thailand
Vietnam

AFRICA

23

Algeria
Angola
Benin
Burkina Faso
Cameroon
Cote d'Ivoire
D.R. Congo
Egypt
Ethiopia
Gambia
Ghana
Kenya
Mauritius
Mozambique
Niger
Nigeria
Rwanda
Senegal
Somalia
South Africa
Tanzania
Togo
Uganda



CARs

5

Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

EUROPE

15

Belgium
Czech Republic
Denmark
France
Germany
Ireland
Italy
Lithuania
Netherlands
Poland
Serbia
Spain
Sweden
Switzerland
UK

MIDDLE EAST

10

Bahrain
Iran
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Türkiye
UAE

NORTH AMERICA

2

United States
Canada

OCEANIA

1

Palau

SOUTH AMERICA

7

Argentina
Brazil
Chile
Mexico
Panama
Peru
Uruguay



SECTOR SPOTLIGHT

Sector Companies That Participated in FoodAg 2024

Companies from **20 diverse sectors across** the food and agriculture landscape converged at FoodAg 2024. From farm inputs to finished food products, and from packaging to agri-tech, these industry leaders showcased Pakistan's full-spectrum strength in the agri-food value chain - underscoring the country's growing role in global trade.



193

Rice



158

Fruits-Veg &
Frozen / IQF



111

Govt. Officials /
Media



105

Agritech



97

Biscuits &
Confectionery



86

Beverages



63

Sea Food



56

Meat

(Note: Total count shows Total Exhibitors + Total Foreign delegates in each sector)





54

Processed Foods



48

Spices



36

Dairy



28

Cereals



27

Dry Fruits



27

Oil & Ghee



27

Salt



26

Maize



26

Sesame Seeds



12

Honey



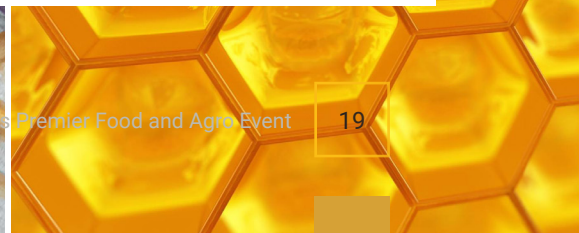
10

Poultry



2

Floriculture





GLOBAL CUISINE SHOW

A World of Flavors, Rooted in Pakistan

The Global Cuisine Show is a flavorful fusion of culture and creativity - where world renowned chefs bring global recipes to life using Pakistan's finest local ingredients.

From live masterclasses to tasting sessions, it's a celebration of culinary diversity that delights food lovers and puts our agro-products on the global plate.

GLOBAL CUISINE 2024 HIGHLIGHTS



15 International Chefs

Malaysia, Singapore, China, Türkiye, Taiwan, Cyprus, Azerbaijan, Egypt, Bahrain & South Africa



MasterChef Classes

12 Master Chef Classes were conducted during a span of 3 days



Cuisines

Each Masterclass included 2 recipes. In total, 24 cuisines were prepared during 3 days



Flavorful Forum

5 talks on food





Trade Development Authority of Pakistan (TDAP)

5th Floor, Block A
Finance & Trade Centre
P.O. Box No. 1293, Shahrah-e-Faisal,
Karachi 75200, Pakistan

Focal Person

Mr. Amir-ur-Rehman
Deputy Manager, Agro & Food
e: amir.rehman@tdap.gov.pk
m: +92-300-2230260

www.tdap.gov.pk
agro.tdap.gov.pk



pakistantradeportal.gov.pk

pakistanexportgallery.gov.pk

