

Pakistan 2025

FoodAg

Harvesting Innovation, Cultivating Sustainability

**3rd International
Food and Agriculture
Exhibition, 2025**

**25-27
NOVEMBER**



Welcome Message from TDAP



Dear Guests

The Trade Development Authority of Pakistan (TDAP) welcomes you to the 3rd international Food and Agriculture (FoodAg, 2025). We are honored to receive our distinguished guests who have travelled from all around the globe to be a part of this flagship event of TDAP.

As TDAP, our objective is to actively promote and facilitate trade, while nurturing a robust export culture. Your presence here not only acknowledges our dedicated efforts but also reflects your confidence in the immense potential of Pakistan's Food and agriculture sector.

We are honored to have the opportunity to establish business relations with delegates representing various countries. FoodAg, 2025 will serve as a platform for building new partnerships, exploring innovative business opportunities, and strengthening existing ties. Together, we can pave the way for a prosperous and sustainable future for agriculture and food sector.

We wish you productive and enriching business experience at FoodAg, 2025.

FoodAg Team



Contact Details of Focal Persons

Teams	Focal Officer Name	Designation	Number	Email
FoodAg Secretariat	Mr. Amir Rehman	Deputy Manager	0345-4658469	amir.rehman@tdap.gov.pk
B2B	Ms. Afshan Uroos	Deputy Manager	0344-2237729	afshan@tdap.gov.pk
Venue	Mr. Amir Rehman	Deputy Manager	0300-2230260	amir.rehman@tdap.gov.pk
High Profile Meetings	Ms. Mahina Ghalib	Deputy Director	0333-4449504	mahina.ghalib@tdap.gov.pk
Seminars and Panel Discussion	Ms. Kashmala Javaid	Deputy Director	0333-9945773	kashmala.javaid@tdap.gov.pk
Cuisine Show	Ms. Iqra Ilyas	Assistant Manager	0303-5271763	iqra.ilyas@tdap.gov.pk
Airfare Disbursement	Mr. Khurram Ikram	Director	0315-4424894	khurram.ikram@tdap.gov.pk
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Security	Mr. Sarang Gul	Assistant Director	0333-2596252	sarang.gul@tdap.gov.pk

Inauguration Ceremony

25 November 2025 Time (PST)		Activity	Venue
0930		Registration of Guests	Marquee Inauguration
1000		Arrival of Chief Guest	
1010		Recitation of Holy Quran	
1015		National Anthem	
1020		Welcome Speech by Chief Executive, TDAP	
1030		Speech by Minister for Commerce	
1040		Speech by the Chief Guest.	
1055		Curtain Raiser Ceremony	
1100		Visit of Chief Guest to Halls	Exhibition Halls

November 25, 2025 - Day 1

Time (PST)		Activity	Venue
0900		Arrival of Exhibitors to Expo Centre	Karachi Expo Centre
0930		Arrival of Foreign Delegates at Expo Centre	Inauguration Marquee
1000 – 1100		Inauguration Ceremony	Exhibition Halls
1130-1530		Exhibition visit and B2B meetings	Mezzanine of Hall 1, 3 & 5
1230-1600		High Profile Meetings	Congress Level 2
1600-1700		Signing of Contract and MOUs	Congress Level 2
CUISINE SHOW:			
1000		Chef & media talk/interviews (breakfast for media personnel)	Hall 6
1030		Coffee	
1040		Master class-1	
1100- 1120		Break	
1120		Master class -2	
1150		Master class -3	
1220		Chef talk series-1	
1235		Master class -4	
1305		Master class -5	
1335		Break	
1405		Master class -6	
1435		Master class -7	
1505		Chef talk series-2	
1520		Interviews or break	
1535		Master class-8	
1605		Master class-9	
1635		Chef talk series-3	
1650		Master class-10	
SEMINAR AND PANEL DISCUSSION:			
1500-1615		Seminar 1: Managing MRL and Aflatoxin in Rice Mr. Werner (International Rice Expert), Dr. Mubarak (TDAP), Dr. Attaullah (DG DPP), Mr. Faisal (REAP Chairman), SGS	Congress Level 1
		Panel Discussion 1: Value Added Processed Foods: Building Global Recognition for Pakistani Brands	Congress Level 1
1630-1730		Mr. Adnan Kisat (Dawn Foods), Mr. Bilal Khan (Shangrila Foods), Mr. Akhtar Bughio (PHA) , Mr. Sagar, Global Head Metro AG	Karachi Expo Centre
1800		Day Closing	

November 26, 2025 – Day 2

Time (PST)		Activity	Venue
0930		Arrival of Exhibitors	Karachi Expo Centre
0930		Arrival of Foreign Delegates	
0930-1700		Exhibition Visit and B2B meetings	
1030 – 1600		High Profile Meetings	Congress Level 2
1600-1700		Signing of Contract and MOUs	Congress Level 2
CUISINE SHOW:			
1000		Chef & media talk/interviews (breakfast for media personnel)	Hall 6
1030		Coffee	
1040		Master class-11	
1100		Break	
1120		Master class-12	
1150		Master class-13	
1220		Chef talk series-4	
1235		Master class- 14	
1305		Master class- 15	
1335		Break	
1405		Master class-16	
1435		Master class-17	
1505		Chef talk series-5	
1520		Interviews or Break	
1535		Master class-18	
1605		Master class-19	
1635		Chef talk series-6	
1650		Master class-20	
SEMINAR AND PANEL DISCUSSION:			
1030–1200		Seminar 2: Opportunities in Olive Value Chain in Pakistan Maria Juarez, IOC, Dr. Abderraouf Laajimi IOC, Constantino Parma (CiHeam Bari)	Congress Level 1
1215 – 1315		Seminar 3: Optimising Pakistan’s Meat Supply Chain for Malaysia: From Animal Genetics to Modern Processing Techniques John Long, Vice President Jarvis Corporation	Congress Level 1
1430–1600		Panel Discussion 2: Unlocking Export Competitiveness: Integrating Logistics and Export Credit Facilities Mr. Shoaib (NLC Consultant), Mr. Asif Khan (DG MOC) Mr. Shahbaz Syed President CEO EXIM Bank	Congress Level 1
1615-1730		Panel Discussion 3: Fisheries Export & Aquaculture Mr. Asim Abrar (Exporter), Mr. Imran Razzak (Domain Officer, PSW) Dr. Mansoor DG MFD, Mr. Kamran Lassi (Consultant TDAP Fisheries)	Congress Level 1
1800		Day Closing	Karachi Expo Centre

November 27, 2025 – Day 3

Time (PST)		Activity	Venue
0930		Arrival of Exhibitors to Expo Centre	Karachi Expo Centre
0930		Arrival of Foreign Delegates to Karachi Expo Centre	
0930-1700		Exhibition Visits and B2B Meetings	
1030 – 1600		High Profile Meetings	Congress Level 2
1600-1700		Media Briefing	Congress Level 1
CUISINE SHOW:			
1000		Chef & media talk/interviews (breakfast for media personnel)	Hall 6
1030		Coffee	
1040		Master class-21	
1100		Break	
1120		Master class-22	
1150		Master class-23	
1220		Chef talk series-7	
1235		Master class-24	
1305		Masterclass-25	
1335		Break	
1405		Master class-26	
1435		Master class-27	
1505		Chef talk series-8	
1520		INTERVIEWS or Break	
1535		Master class-28	
1605		Master class- 29	
1635		Chef talk series-9	
1650		Master class-30	
SEMINAR AND PANEL DISCUSSION:			
1030-1145		Seminar 4: Reducing Contamination in Citrus By-products and New Citrus Variety Impact Assessment Mr. Shoaib (National Fruits), Mr. Steve Global Expert on MRL and Contamination (SGS)	Congress Level 1
1200-1300		Seminar 5: Value Addition in Horticulture Sector PHDEC Dr. Azeem, ConsultantPHDEC, Dr. Mubarak, Consultant TDAP, Dr. Sarfraz Akram, Consultant MNS University of Agriculture Multan	Congress Level 1
1430-1600		Panel Discussion on GI tag of Basmati Rice IPO, Dr. Mubarak (Consultant TDAP), Farooq Memon DG MOC (Services), Rice Exporters, Cezary Zimniewski, Polish Expert	Congress Level 1
1800		Day Closing	Karachi Expo Centre

CUISINE SHOW- Hall 6

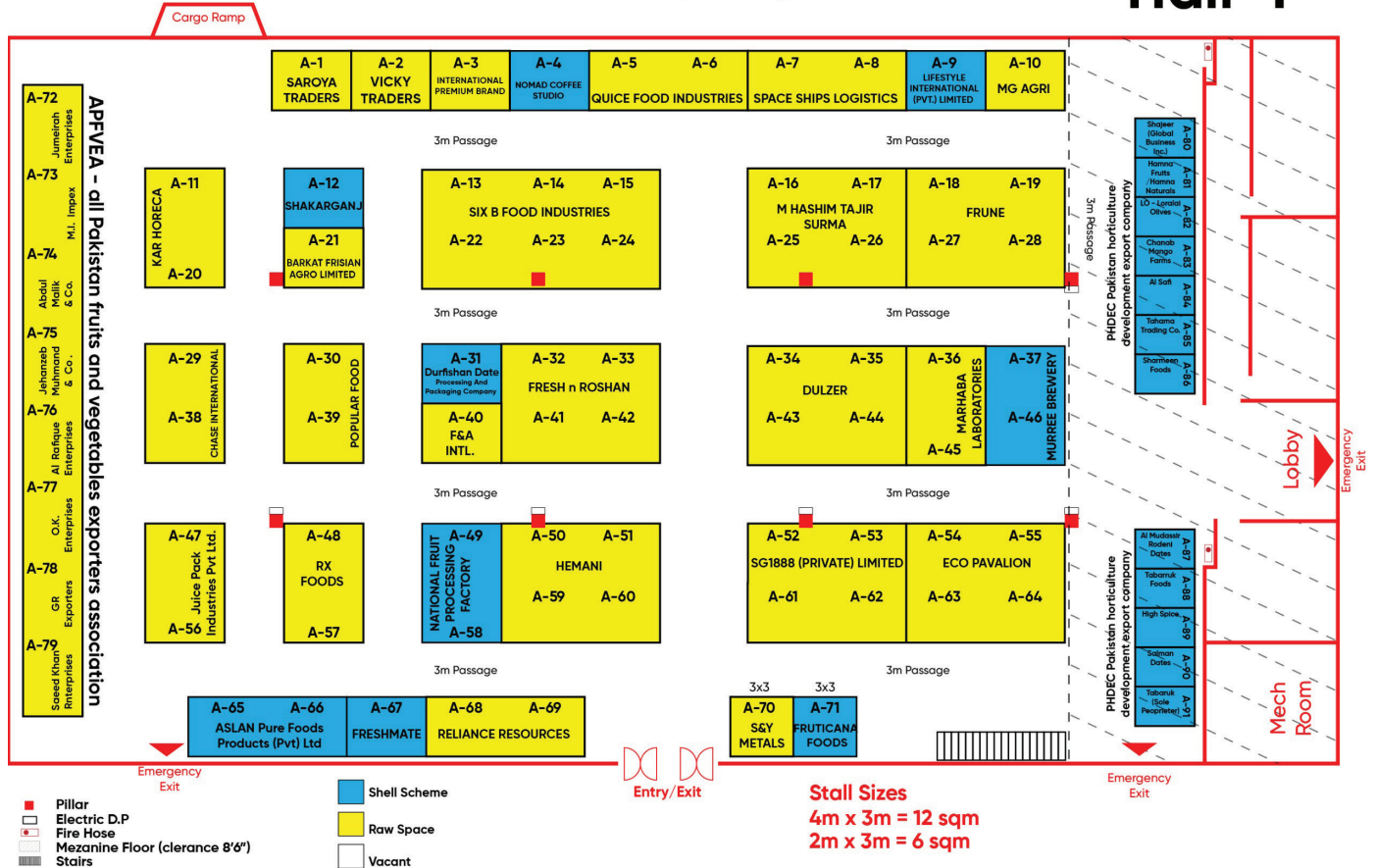
Time (PST)	Activity		Venue
1000	Chef & media talk/ interviews (breakfast for media personnel)	Chef & media talk/ interviews (breakfast for media personnel)	Chef & media talk/ interviews (breakfast for media personnel)
1030	Coffee	Coffee	Coffee
1040	Master class-1	Master class-11	Master class-21
1100	Break		
1120	Master class -2	Master class-12	Master class-22
1150	Master class -3	Master class-13	Master class-23
1220	Chef talk series-1	Chef talk series-4	Chef talk series-7
1235	Master class -4	Master class- 14	Master class-24
1305	Master class -5	Master class- 15	Masterclass-25
1335	Break		
1405	Master class -6	Master class-16	Master class-26
1435	Master class -7	Master class-17	Master class-27
1505	Chef talk series-2	Chef talk series-5	Chef talk series-8
1520	Interviews or break	Interviews or break	Interviews or break
1535	Master class-8	Master class-18	Master class-28
1605	Master class-9	Master class-19	Master class- 29
1635	Chef talk series-3	Chef talk series-6	Chef talk series-9
1650	Master class-10	Master class-20	Master class-30

FLOOR PLAN



Fruits, Vegetables,
Beverages, Pulp, Concentrates,
Juices, Honey

Hall-1

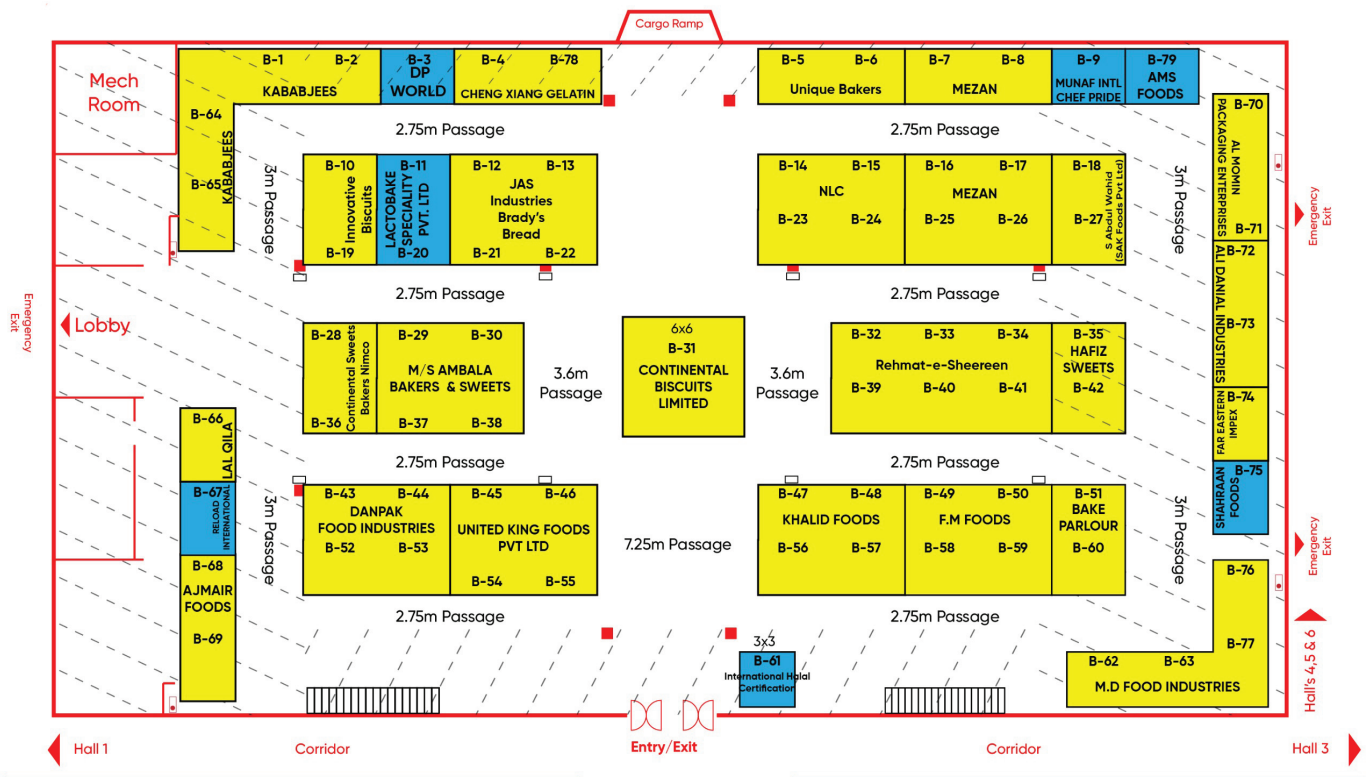


FLOOR PLAN



Processed Foods, biscuits,
Confectionary, Sweets,
Pasta, Snacks

Hall-2

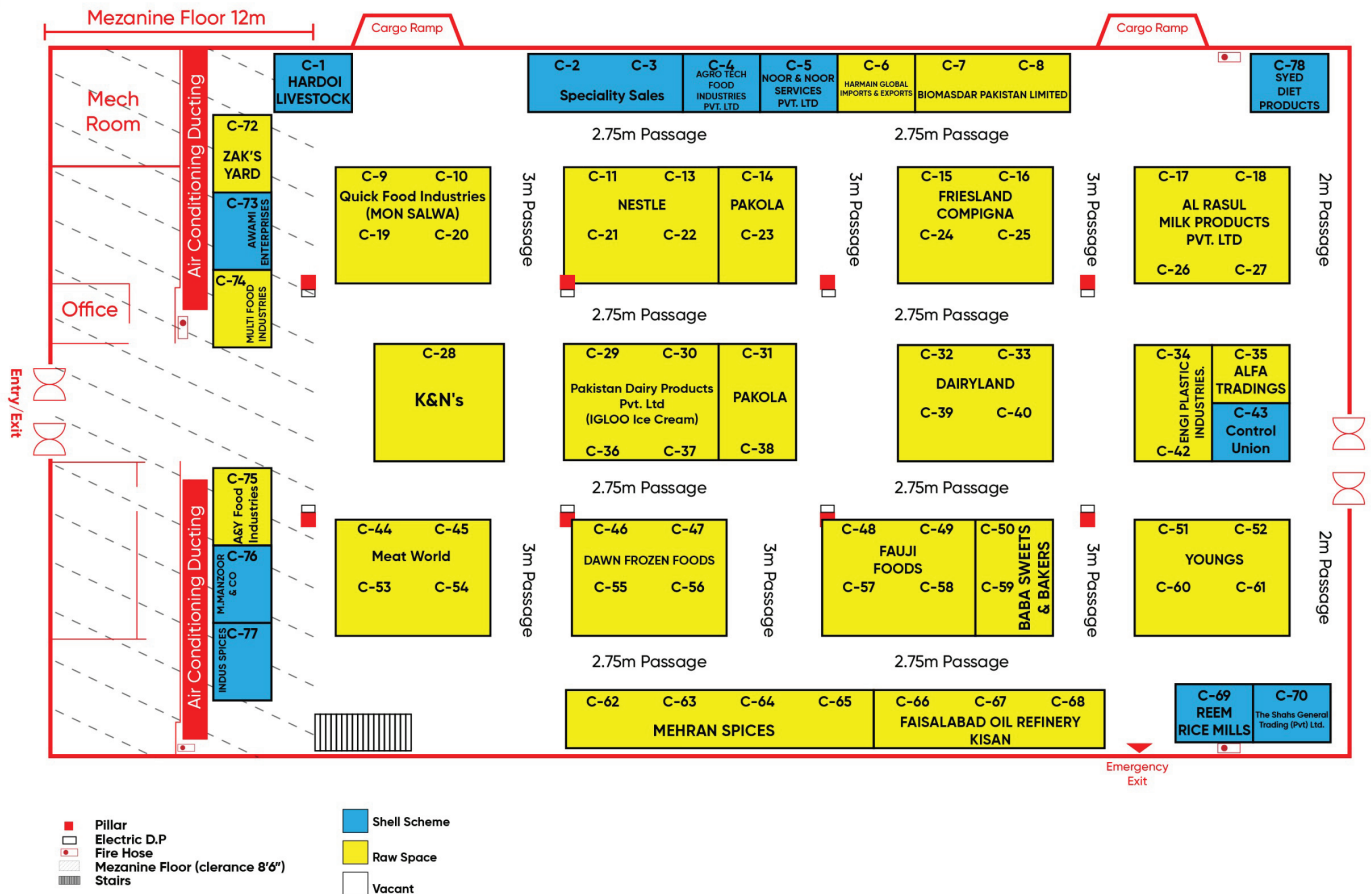


FLOOR PLAN

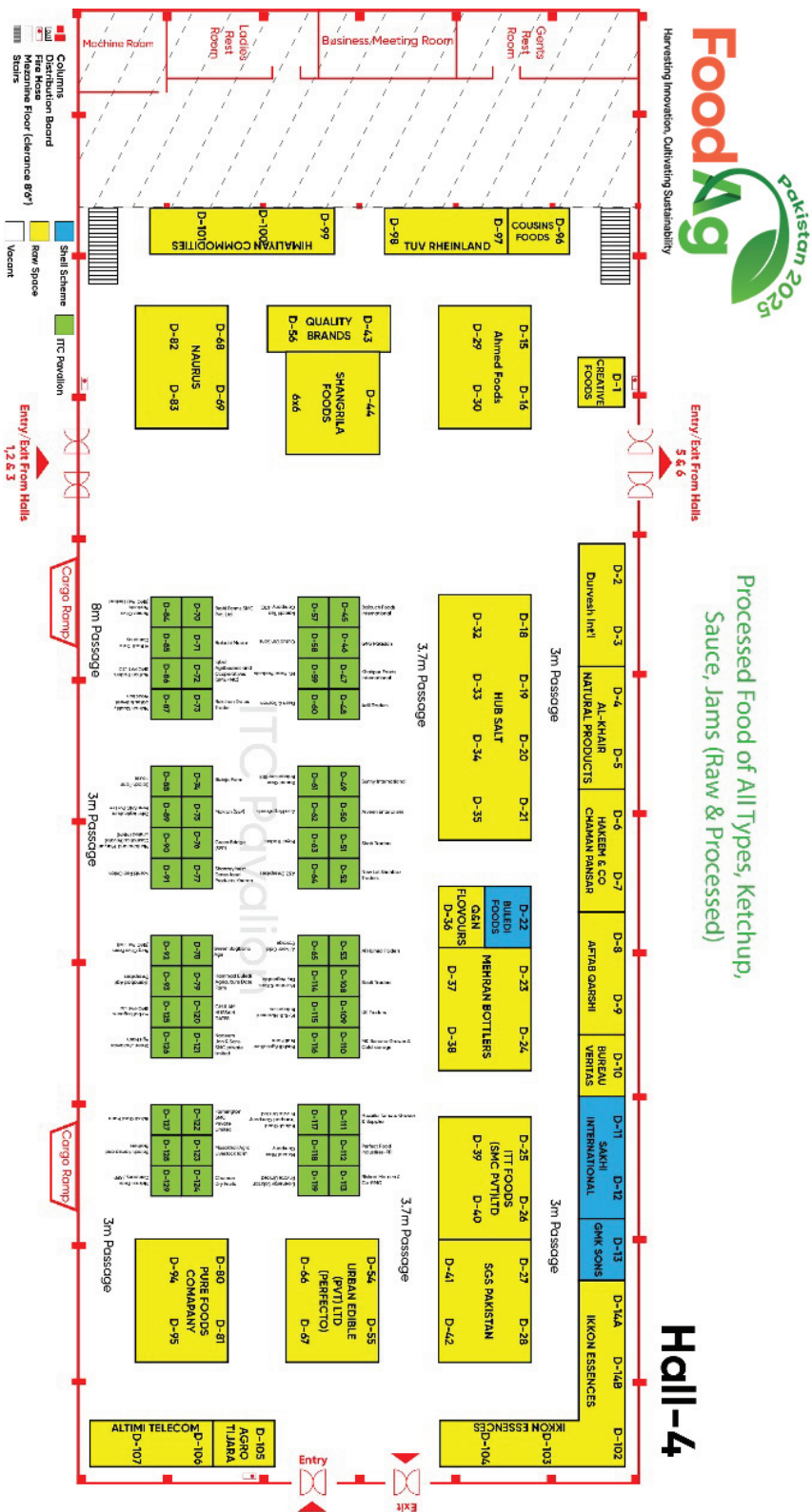


Meat, Polutry, Dairy,
processed Food and Food Ingredients

Hall-3



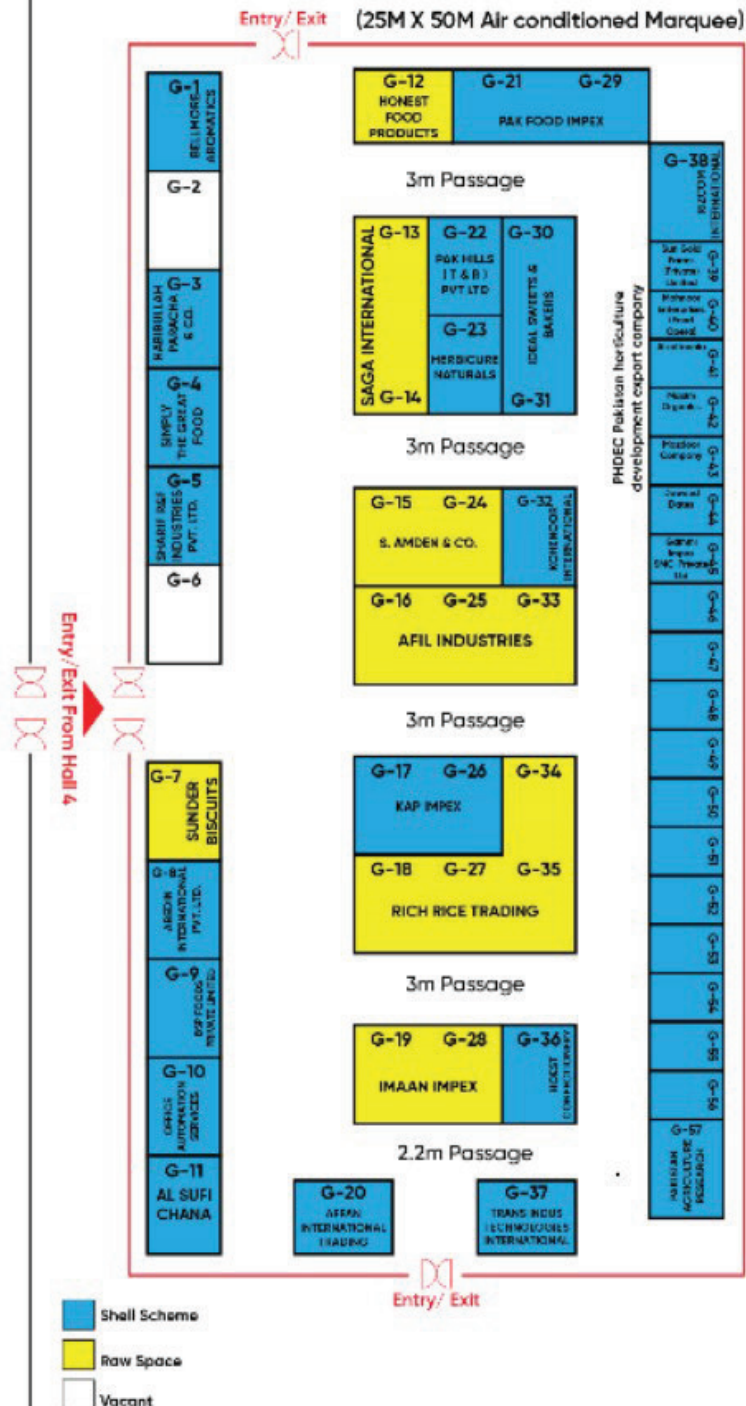
FLOOR PLAN



FLOOR PLAN



HALL - 4A MARQUEE



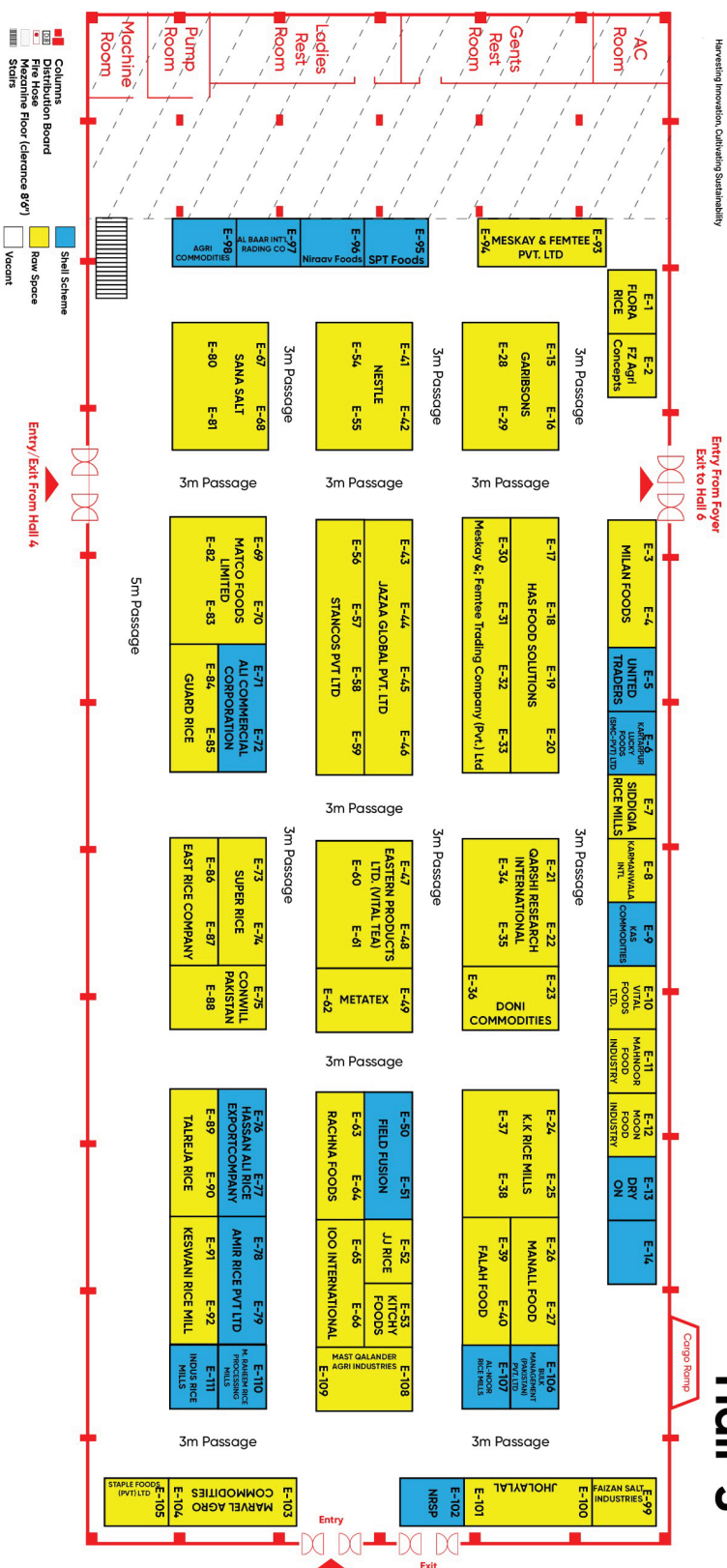
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Cereals, Salt, Spices
Vegetable Oil

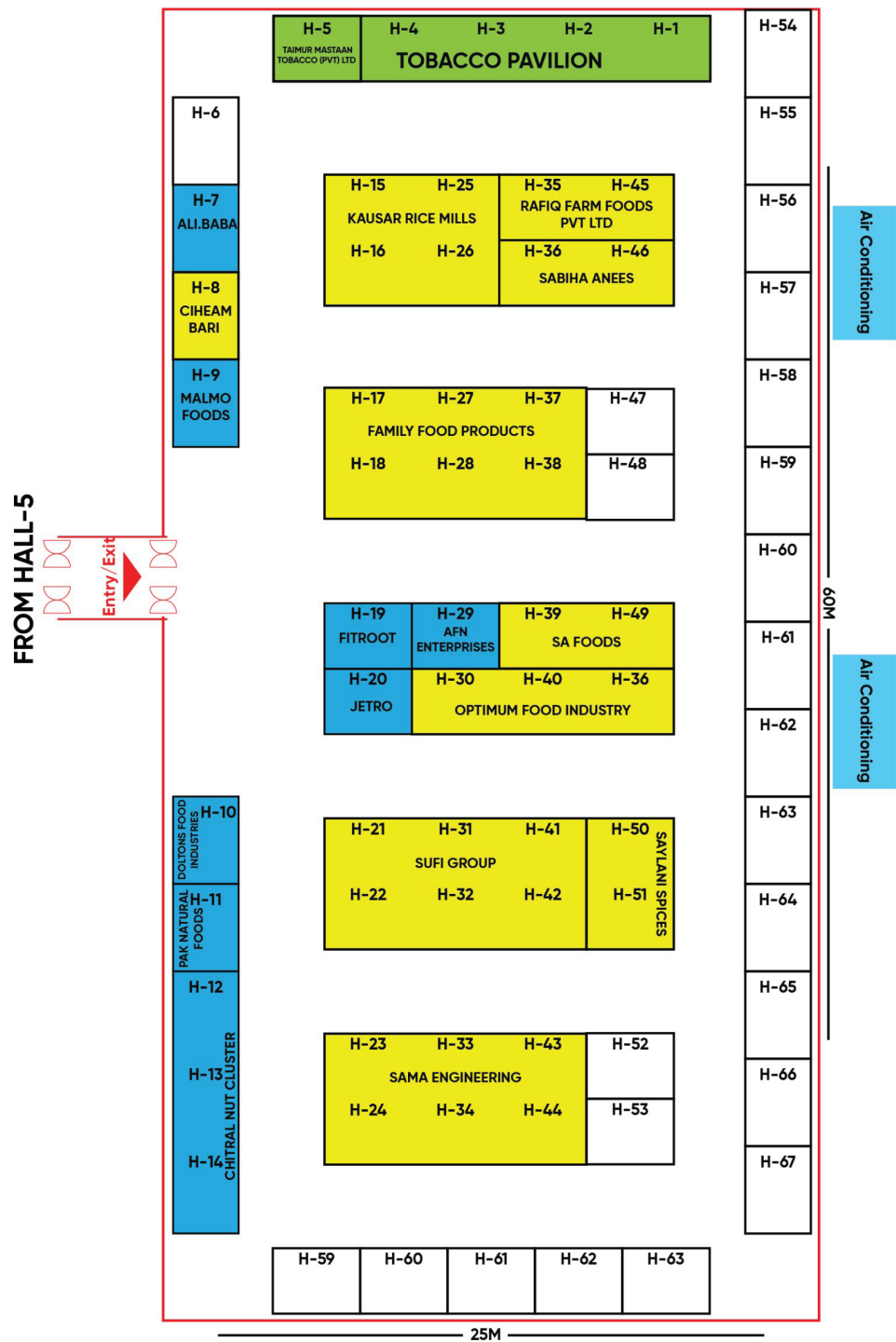
Hall-5



FLOOR PLAN



25M X 60M Air-Conditioned Marquee **MARQUEE - 5A**



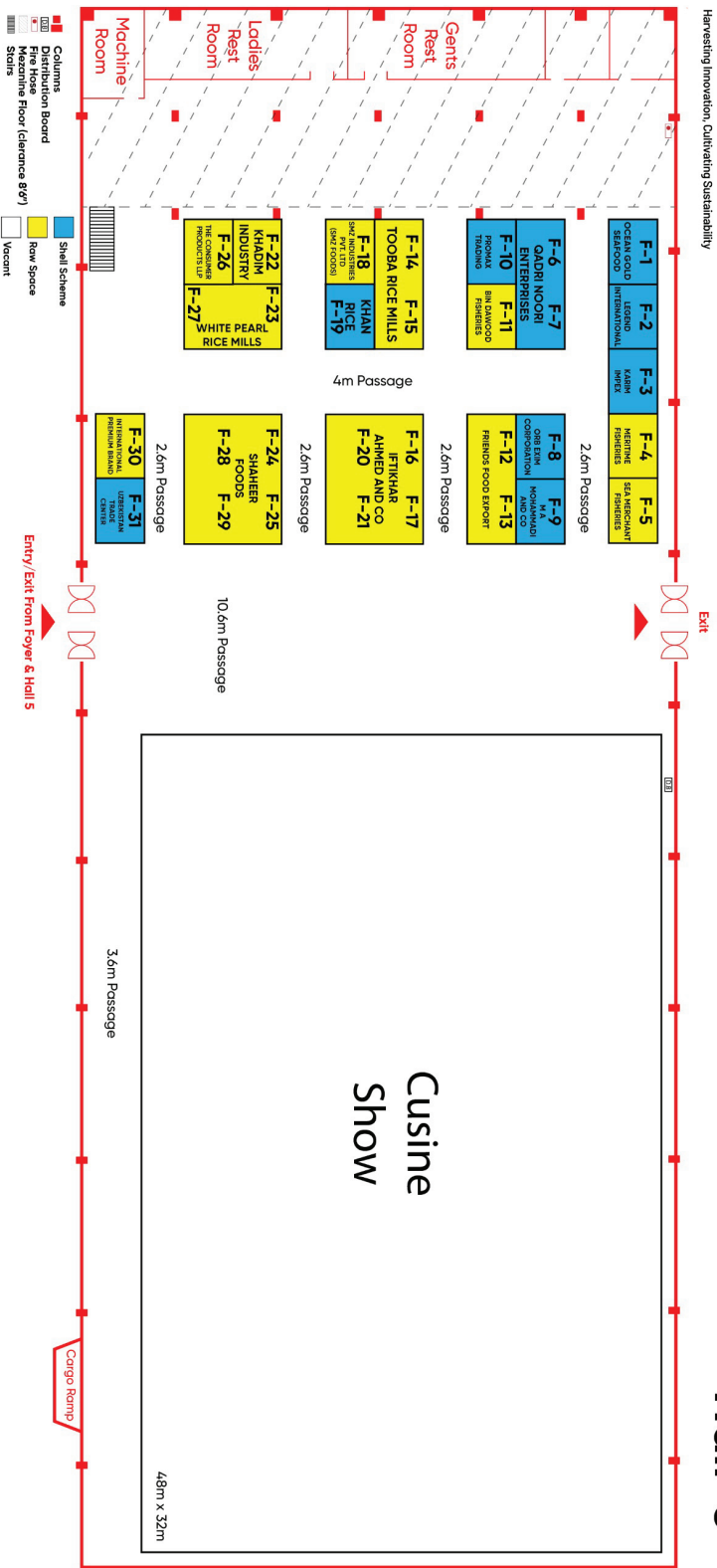
FLOOR PLAN



Harvesting Innovation, Cultivating Sustainability

Miscellaneous Food Products

Hall-6



Do's

Please read the Welcome Pack carefully as it is designed specifically for your guidance

- Please take good care of your passports, travel documents, personal IDs, credit/debit cards, cash and valuables and other important items on your person
- Only fully trust the directions and instructions of TDAP officials assigned for your facilitation
- Share beforehand all your movement plans, shopping plans, any other excursions, trips etc. with the TDAP officials assigned to assist you
- Please keep the contact numbers of other members of the delegation safe, including the contact information of the Pakistani Trade Officer leading your contingent
- In case of any special needs, please contact the TDAP staff available for your guidance and facilitation at the special desks set up at the Airport and in the Hotel lobbies
- Please follow the rules and restrictions of the Hotel in which you are staying
- For your own convenience, please keep yourself informed regarding the activities/program flow of FOODAG through the FOODAG Website
- Pakistan has a history and culture of its own. Please try to respect that during your visit
- If you face any issue/problem, immediately contact the TDAP facilitation desk in your Hotel lobby
- Kindly be on time for departure or arrival to avoid any inconvenience.
- In case of any query, guidance, help or issue, never hesitate to contact the TDAP officials specially deployed for the purpose

Dont's

Do not make independent movement plans without intimation to the concerned TDAP officials

- In case of an emergency (health, security etc.), please do not panic. Just contact the relevant TDAP officials/desks and/or follow the guidelines in the pack, and you will be assisted promptly
- During official visits to the exhibition, inaugural ceremony, external locations, do not separate yourself from the group for extended periods
- Do not leave your valuables, cash, credit/debit cards, passports and other important documents unattended
- Do not seek travel advice/guidance from strangers
- Please don't hold any B2B meeting with any unknown person outside the hotel/FOODAG premises