



7th Edition of the International Food & Technology Exhibition

31 May - 3 June 2010
Karachi Expo Centre



www.foodtech.com.pk

ORGANISED BY



Pegasus



Board of Investment



Engineering Development Board



Pakistan Oilseed Development Board



Pakistan Food Association



Livestock and Dairy Development Board



Pakistan Council of Scientific & Industrial Research



Pakistan Agricultural Research Council



Pakistan Society of Food Scientists and Technologists



Islamic Food and Nutrition Council of America



Halal Industry Research Centre, Pakistan

SUPPORTING PUBLICATIONS



Be Informed.....

PAKISTAN FOOD INDUSTRY OVERVIEW

Witnessing an impressive growth of 4.7%, Pakistan's agriculture sector contributes 22% to the country's GDP while employing 45% of the workforce. The sector is also well diversified, with all types of grains, fruits and vegetables being grown on the arable land of the country.

Wheat, unlike other crops, is cultivated in almost every part of the country. In 2008-2009, Pakistan harvested a bumper wheat crop and achieved the production target of 25.5 million tons. Rice is also a major crop for Pakistan and is grown in sufficient quantities to meet domestic demand as well as export targets. Last year, rice production approached nearly 9.26 million tons, with export earnings reaching US\$ 2.01 billion. Sugarcane and its derivatives like sugar, molasses and ethanol also hold a key position in the economy, with sugarcane production reaching 66.6 million tons in 2008-2009.

The Livestock and Dairy sector constitutes 52% of the agricultural output and contributes US\$ 16 billion in value to the economy. Pakistan is ranked as the 5th largest producer of milk in the world with total production being 43.56 million tons, out of which 35.16 million tons are consumed locally.

Fisheries sector is most active along the coastal areas of Sindh and Balochistan provinces. The total output of the fisheries segment was nearly 653,330 metric tons. The main export destinations for Pakistan's fish and fishery products are China, Hong Kong, Indonesia, Korea, Malaysia, Middle East, Sri Lanka, Thailand and U.A.E.

The global halal food market currently stands at US\$ 580 billion and is expected to reach US\$ 1 trillion by the end of 2010. Pakistani food manufacturers are seeking to increase their share in this highly lucrative segment of global trade.

At present, nearly 1965 food & beverage companies operating in the country are concentrating on processed food items to ensure value-added exports and capitalise on the increasing demand of finished-foods in the global markets. In this regard, the food industry of Pakistan has attracted FDI of about US\$ 175.8 million in the past year. The beverage industry in Pakistan also possesses tremendous potential and currently there are about 170 units operating in the country which produce water, syrups and squashes.

Rice	2016.36
Fish & Fish Preparations	235.32
Fruits	163.92
Spices	30.84
Oil Seeds, Nuts & Kernels	41.88
Meat & Meat Preparations	71.76
All other food items	512.16

Milk and Milk Food	75.72
Wheat Unmilled	1,135.44
Dry Fruits	83.28
Tea	237.6
Spices	69.48
Edible Oil (Soybean & Palm Oil)	1,432.92
Sugar	33.48
Pulses	225
All Others Food Items	810.6

IFTECH PAKISTAN – A PROVEN RECIPE FOR SUCCESS

Following the success of the last six exhibitions, the 7th International Food & Technology Exhibition, IFTECH Pakistan 2010, will once again provide top level networking opportunity to the participants. The exhibition is a comprehensive food technology show that will deliver new international ideas and best practices to enhance the productivity of indigenous food-related industries.

IFTECH Pakistan will also be an ideal platform for the leading players from the Pakistani food industry to showcase their diverse range of specialised products. At the same time, international suppliers of food processing machinery and equipment will avail the chance to widen their business scope by networking with Pakistani food professionals who are eager to acquire the latest technologies.

IFTECH Pakistan encompasses everything from acquisition and processing of raw materials to storage and distribution of the finished product.



CONCURRENT EVENT

Co-located with IFTECH, **PLASTI&PACK Pakistan 2010** will be a comprehensive representation of the Plastic, Packaging & Printing industries. The show aims to capture the vast potential in the plastic and packaging market and offers the perfect platform for acquisition of the latest technology.



SECOND FOOD SEMINAR

IFTECH 2010 will derive additional benefit from the Second Food Seminar, a leading international forum which brings together eminent researchers and practitioners working on different aspects of food manufacturing technology. The seminar will be an ideal networking platform for all those enterprises who wish to enter or expand their operations in the highly competitive food market.



IFTECH 2009 – A FLASHBACK

- Participation of 179 companies from the world's Food Technology and Plastic, Printing, Packaging industries spread over a gross exhibit area of 6000 sqm
- Representation of 24 countries including Argentina, Austria, China, France, Germany, Greece, India, Indonesia, Iran, Italy, Korea, Lebanon, Malaysia, Pakistan, Saudi Arabia, Singapore, Spain, Switzerland, Thailand, The Netherlands, U.A.E., U.K., U.S.A. and Vietnam
- Pavilions from Italy, China, Taiwan and U.A.E.
- Attended by more than 10,000 business professionals from the related industries
- Display of state-of-the-art equipment, machinery and technology
- Extensive coverage by local & international media with the presence of over 15 electronic and print media representatives



EXHIBIT PROFILE

FOOD & PHARMACEUTICALS PROCESSING TECHNOLOGY & EQUIPMENT

- Assorted Food & Beverage Processing Equipment
- Automation
- Conveyor Belts
- Fluid and Flow Technology
- Process Technology
- Refrigeration and Climate Technology
- Robot Technology
- Stock Arrangement
- Tanks and Silos
- Drink / Juice Processing Equipment
- Food Sterilizing Machinery / Equipment
- Bakery & Confectionery Equipment
- Agricultural Product Processing
- Fruit & Vegetable Processing
- Slaughterhouse Equipment
- Ice Cream Technology
- Dairy Technology
- Coffee, Tea, Tobacco Technology
- Fish Processing Technology
- Flour Mill
- Cleaning / Sanitary Systems & Equipment
- Flavour, Pulp & Paste Making Machinery / Equipment
- Pasteurising Equipment
- Pharmaceutical Products & Machinery
- Freezers & Cold Storage
- Food Canning & Bottling Equipment
- Refrigeration Systems / Compartment
- Food Dryers
- Food Equipment & Supplies
- Testing / Measuring & Coding Equipment
- Standardisation Equipment
- Forming, Feeding & Filling Machinery
- Display Shelf / Cabinets / Tables
- Food Packaging

BEVERAGES

- Milk Products
- Juices, Syrup & Soft Drinks
- Water Purification
- Tea & Coffee

SEAFOOD

- Fresh Seafood Products
- Frozen Seafood
- Instruments

FOOD AND INGREDIENTS

- Poultry / Meat / Halal Meat

- Chilled & Frozen Foods
- Fresh Produce
- Confectionaries
- Processed & Convenience Food
- Specialty Food
- Health / Organic Food
- Snacks & Ice Cream
- Fruits and Vegetables
- Grain Products
- Aromas – Flavours & Fragrances
- Colours
- Enzymes / Extracts
- Food Preservatives
- Fats & Oils Oleoresin
- Food Additives / Raw Material
- Canned / Bottled / Packed Food
- Frozen Food
- Spices & Seasoning
- Noodles / Pasta
- Snack food / titbits
- Spices, Sauces & Seasonings
- Ready to eat
- Baby Food
- Rice & Rice Products

HOSPITALITY PRODUCTS / EQUIPMENT

- Ceramics Plates / Heater / Warmer
- Plated Wares / Buffet Silverware
- Kitchen Utensils & Cooking Equipment
- Furnishing & Fixtures
- House Keeping Supplies & Service Equipment
- Lighting & Accessories
- Food Service / Catering Equipment
- Fast Food Equipment
- Grill & BBQ Equipment

AGRICULTURAL PRODUCTS / MACHINERY

- Rice / Wheat Threshing Machines
- Cereals & Cereal Products
- Sugar Plant
- Honey & Agriculture Products
- Herbs, Pulses & Seeds
- Irrigation System

TOBACCO PRODUCTS & EQUIPMENT

- Conditioning
- Fermentation
- Blending & Drying
- Flavouring & Add-back
- Filter Manufacturing
- Packing & Casing

VISITOR PROFILE

- Consultants
- Convenience Retailers
- Departmental Stores Managers
- Dieticians / Nutritionists / Food Technologists
- Architects / Designers / Engineers
- E-Retailers
- Executive Housekeeping
- Forecourt Retailers
- Franchisees & Franchisers
- Foodservice Equipment
- Hotel Supplies Dealers / Distributors
- General Retailers
- Hypermarkets
- F & B Importers & Distributors
- Leisure & Entertainment Staff
- Marketing Professionals
- Operations/Production Managers
- Maintenance / Quality Control Managers
- Specialty Outlet Managers
- Supply Chain Distributors
- Wholesalers
- Dealers
- Hotel & Resort Management
- Purchasing / Merchandising Managers / Buyers
- F & B Managers
- Fast Food Outlets
- Restaurant Management
- Bakery / Confectionery Manufacturers
- Airline / Institutional Catering Management
- IT System Integration & Distribution Network
- Other Related Services

FOR INQUIRIES:



Pegasus Consultancy (Pvt) Ltd

2nd Floor, Business Centre,

Mumtaz Hassan Road,

Karachi-74000, Pakistan

Tel: (92-21) 111 734 266

Fax: (92-21) 3241 0723

Email: info@foodtech.com.pk

Website: www.pegasus.com.pk

EXHIBITION RATES:

Bare Space Rate – US\$ 220/sqm (min 18 sqm)

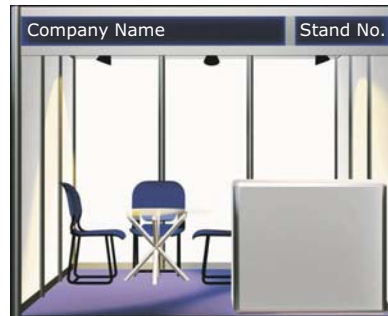
Shell Scheme Rate – US\$ 265/sqm (min 9 sqm)

NOTE:

25% payment of the total exhibit space reservation amount to be made along with the Reservation Form to confirm your space.

The Standard Shell Scheme Package will include;

- o Fascia Board with Co. Name & Stand No.
- o White Laminated Plywood Partitions
- o 220V/50Hz Single Phase Electrical Socket
- o 3 Spotlights
- o 3 Chairs
- o 1 Information Counter
- o 1 Round Table



IFTECH PAKISTAN 2010 - EXHIBIT SPACE RESERVATION FORM

ACT NOW! Exhibition space is allocated on first-come-first-serve basis. To reserve your space, complete the enquiry form below:

I would like to exhibit at IFTECH Pakistan 2010. My space requirement is likely to be _____ sqm.

Contact Person: _____

Designation: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Email: _____

Website: _____

Product Range: _____

Raw Space: _____ sqm x US\$ 220 (min. 18 sqm)

Total Rental Cost (US\$): _____

Shell Scheme: _____ sqm x US\$ 265 (min. 9 sqm)

Total Rental Cost (US\$): _____

Mode of Payment:

By Cross Cheque

By Demand Draft / Tel. Transfer

Authorised Signature
& Company Stamp

Date

PLEASE NOTE:

- The space reserved will only be confirmed upon receipt of full payment of the total cost of the space.
- The organisers reserve the right to cancel or relocate an exhibitor to another location (of the same size), if payment is not received by the due date.
- Refund of the space reservation charges will only be made incase of cancellation of the show.