



## Foodservice & Hospitality Technologies 1 - 3 SEPTEMBER 2015 | KARACHI EXPO CENTRE



Ifttech is Pakistan's foremost & most influential B2B exhibition which aims to promote technology & professionalism in the food, beverage & hospitality industry. The diversified outlook of the event is now divided into Ifttech food + bev tec & Ifttech food + hospitality which offers complete range of technologies including processing & packaging, commercial kitchen & bakery equipment, ingredients, chemicals, aromatics etc. under one roof.

Technology is the most pivoting tool to underpin the innate potential & exceptional growth of food & hospitality industry in Pakistan. Ifttech food + hospitality is the ideal exhibition marketplace in Pakistan to source & sell such machinery & material.

Pakistan is the 8th largest economy & one of the most populous countries of the world. Pakistan is a colorful mix of many cultures best reflected in its traditional food. The versatility of a Pakistani cuisine could be easily characterized by its rich taste & aroma created by a balanced use of herbs, spices & natural ingredients. The appeal of famous Pakistani dishes like BIRYANI, HALEEM, PYE, NIHARI, KUNNAH, KARAHI, KEBAB and TIKKA BOTI is universal. Same is the case in baked & fried items like SAMOSA, PAKORA, NIMCO, PATTIES, BISCUITS, CAKES & so on.

Food is the 2nd largest & the fastest growing industry of Pakistan. Favorable elements; like sustainable agricultural supply chain; young & affluent population; changing lifestyles, consumer propensities & most importantly, the rising life standard of middle class have facilitated in the sharp growth of local diners & fast food restaurants.

Some of the leading names serving traditional dishes are ZAHID NIHARI, JAWED NIHARI, MAZEDAR HALEEM, KARACHI HALEEM, BIRYANI CENTER, JEDDAH BIRYANI, SHINWARI KARAHI, A. GHAFAR BAR B Q, BAR B Q TONITE, MEERUT KEBABS, ZAMEER ANSARI KEBABS, BUNDU KHAN, GHOSIA MURGH CHOLEY, DILPASAND, NIRALA, MEHMOOD, GOURMET, UNITED KING & thousands more. An independent survey suggests that estimated number of all kinds of food outlets in Pakistan is around 22,000. Apart from the traditional delicacies, people loves to dine out for authentic Chinese, Japanese Turkish, Lebanese, Mexican & Italian food, burgers, pizza, fried chicken, grilled wraps & afterwards relax at coffee shops, tea houses & chocolate cafes.

The consumption of value added food & beverage items also increasing steadily. Many local & international companies like SHAN, NATIONAL, HOM, FAUJI GROUP, YOUNG'S, MITCHELL'S, SHEZAN, TAPAL, UNILEVER, NESTLE, ENGRO, COCA COLA, PEPSI MONDELEZE are performing terrifically.

International Food Franchises are doing booming business despite a stiff competition. That's why the companies are bringing in heavy investments to expand sales network & remain competitive. Right now there are 11 major American food franchises operating in Pakistan which are JOHNNY ROCKET, FAT BURGER, BURGER KING, HARDEE'S, PIZZA HUT, SUBWAY, DOMINO'S PIZZA, MCDONALD'S & KFC, GLORIA JEANS CAFÉ & TGI FRIDAY'S.

Ifttech food + bev tec is proud to have the active support of Pakistan's most prestigious college of tourism & hotel management COTHM. Established in the year 2002, COTHM is committed to bring finest standards of excellence in Hospitality, Culinary Arts, Travel and Tourism Management education and training in Pakistan.

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