

# Editor's Note

Dear readers,

In July - August 2017 edition, we bring to our readers exclusive report on rice. The rice production in Pakistan holds an extremely key position in agriculture and the national economy. Pakistan is the world's 4th largest producer of rice. It is the second largest export commodity after textile and placing Pakistan in the top four rice exporting countries of the world. Rice is the third largest crop after wheat and cotton which is grown over 10 % of the total cropped area.

WOP DUBAI 2017 - The only exhibition that brings together professional businessmen to set one goal in one place and it is the only exhibition dedicated to fresh produce industry in the Middle East will take place from 5 to 7 December 2017.

As the rise of robots gathers pace across global industries, Gulfood Manufacturing, the Middle East's biggest ingredients, processing, packaging, and logistics exhibition, will shine the spotlight on how automation is revolutionising the world's food supply chain when it returns for its fourth edition at Dubai World Trade Centre (DWTC) this 31 October to 2 November, 2017.

Visitors to next year's FRUIT LOGISTICA, the leading global fresh produce industry trade fair, which takes place in Berlin on 7-9 February 2018, are eager to learn how technology – from research into new varieties to hi-tech processing equipment – can boost product quality.

**Amina Baqai**  
Editor in Chief

**Editor-in-Chief**  
Amina Baqai

**Managing Editor / Publisher**  
Sohail Aziz

**Senior Editor / Publisher**  
Nadeem Mazhar

**Production**  
Mazhar Ali



Suite B-4, & B-6, 2<sup>nd</sup> Floor, 64/21,  
Miran M. Shah Road, M.A.C.H.S.,  
Karachi - Pakistan.

Tel: +92-21-34311674, 34303101

Email: info@foodjournal.pk, Url: foodjournal.pk

Printed at Color Plus, Korangi Karachi.

Available on Gale Factiva and affiliated international databases through Asianet Pakistan.

# Contents

Pakistan Food Journal, July - August 2017

**Food Briefs National and International** . . . . . 4

**News and Views** . . . . . 5-9

**Around the World** . . . . . 10-13

## Corporate News

Amir Sotoudeh of MULTIVAC speaks at Plasti, Pack Expo . . . . . 16

SIDEL making industry 4.0 opportunities a reality at Drinktec . . . . . 16

TOMRA sorting food announces successful half year performance . . . . . 17

BÜHLER'S SORTEX POLARVISION™ technology . . . . . 17

Sulzer expands GEKA Site in Bechhofen . . . . . 18

Bye-bye biofilm with GEA SAFEXPERT™ program . . . . . 18

## EXCLUSIVE ARTICLES

MULTIVAC new G 700 Traysealer packs ready meals, snacks, vegetables and fresh-cut products highly efficiently and economically . . . . . 20

Global Economy: Trade and Development Report (TDR) 2016 . . . . . 26

Pakistani rice export industry unable to compete world market . . . . . 28  
by Prof. Dr. Noor Ahmed Memon, Dean FBMS; Metropolitan University, Karachi.

## WOP DUBAI 2017

Middle East's increasing demand for fresh produce . . . . . 32

## ASIA FRUIT LOGISTICA 2017

World of opportunity at ASIA FRUIT LOGISTICA 2017 . . . . . 34

## GULFOOD MANUFACTURING 2017

Automation takes centre stage as Gulfood Manufacturing returns for four-midable edition with end-to-end food industry solutions . . . . . 38

GulfHost, The Hotel Show, The Leisure Show, Speciality Food Festival, SEAFEX Middle East & yummex ME . . . . . 42

## FRUIT LOGISTICA 2018

Find fresh opportunities in new technology . . . . . 45

