



## Mr. Aamer Khanzada, Managing Director, Pegasus Consultancy Pvt. Ltd. speaks about the value-addition

technologies, equipment, dairy products equipment and packaging technology.

Technology of over USD 125,000 Million is displayed at IFTECH 2013. The products and machinery portfolio ranges from countries like Japan, Italy, China and France.

During the last few exhibitions by Pegasus, I noticed that plastic sector, has shown more more potential in Pakistan. These manufacturers export to the SAARC countries and this has really benefited the local industry in introducing their local packaging and local bakery products, food processing machinery on a domestic level.

Pakistan has the 8<sup>th</sup> largest consumer base in the world. There is huge potential, as we are moving more and more into plastic and packaging markets. Consumer preferences have globally evolved towards more convenience, nutrition, taste and food safety.

Therefore, in order to identify and meet the needs of customers, our brand owners and food and beverages produces are now facing multiple challenges. Examples include, compliance issues and adoption of advanced food processing packaging technologies to enhance their manufacturing value chain.

In order to offer enhanced value of their products and to maintain a profitably sustained business with controlled and cost efficient business operations, these manufacturers are now exploring new avenues and packaging technologies. Today a simple packaging is transformed into smart and now intelligent packaging with high barrier properties and the consumer is more responsive towards nutritional, sensory and functional qualities of the products.

Research and constant developments are the key driving forces behind latest upgradation in traditional thermal and upcoming non-thermal food processing techniques. Our exports figures are grow-

ing on an average of about 18%, which is directly showing that our products are being marketed as per global health standards.

I am happy to note that our products are now accepted globally and our domestic food market is growing remarkably. We have high expectations from the exhibition, PEPSI for example is setting up their food manufacturing in Pakistan and I expect many new ventures after our exhibition.

A packaging forum has been organized first time and experts from Middle East will present their technological innovations. Among the local speakers, an expert from Engro Foods will share their best practice experiences at the Packaging Forum.

The Annual Packaging Forum is another opportunity for the local and newly growing market segments to gain exposure from their experiences.

Plastic batch manufacturer like Borouge is also present, because there is remarkable shift in bio degradable products. Biodegradable is newly introduced concept in Pakistan for environmental benefit.

In November 2012, the organizers have "earned the 'UFI Approved Event' quality label for IFTECH Food + Bev Tec Pakistan as certification of the highest level of professional exhibition standards" (UFI the Global Association of the Exhibition Industry).

Food + Hospitality Pakistan 2013 will go strength to strength with 10th Edition of Iftech Food + Bev Tec completing the full circle of services on display under one roof starting right from raw material to processing packaging machinery to food & beverage finished products. The event has now become a major trading platform for Pakistani and international food producers, importers, exporters and hospitality equipment suppliers. ♦

According to Aamer Khanzada, managing director, Pegasus Consultancy (PVT) Limited, "We have listed 120 exhibitors this year from 25 countries, which are represented or at least present in Pakistan. This year we have a diversified list of exhibitors. It is second year of hospitality, food and we are now encouraging ingredients industry. Hospitality is the backbone of our market. Nowadays, eating out is entertainment for the people of Pakistan."

He added, "On 5<sup>th</sup> September, COTHAM College of Tourism and Hotel Management based in Lahore along with Chef's Association of Pakistan organized a competition of culinary delights, which covered the hospitality sector of Pakistan. Salad and Sandwich competition was won by Team Kiwi consists of Shajee Nasir and Uzma Shumail, whereas Onion cutting competition was won by Mian Muhammad Mohsin Hassan and Carrot cutting competition was won by Riffat Majeed."

He added that events like culinary competition adds more prestige to our portfolio this year. Apart from that we have good Chinese and Italian presence in machinery and technology sector.

We have a larger number of technology display such as slaughtering house