

# Stakeholders joined hands for the success of IFTECH Pakistan 2014

The 11th Edition of IFTECH PAKISTAN was organized by Pegasus Consultancy from 4-6 September at Expo Centre Lahore. Iftech 2014 was inaugurated by Honorable Minister of Mines & Mineral Chaudhry Sher Ali Khan. He was accompanied by the President of Lahore Chamber of Commerce and Industries Mr. Sohail Lashari & Chairman Flexible Packaging Association of Converters of Pakistan Mr. Ali Morani.



Sourcing agent from various countries also visited Iftech 2014 for their requirements. More than 6900 visitors came to visit the exhibition which included buyers from 12 countries compared to 9 in 2013 from countries like Afghanistan, Belgium, France, Germany, Japan, Kuwait, Lebanon, Poland, Saudi Arabia, Singapore and Switzerland.

In the decade of succession, technology leaders have used Iftech as the launch pad to introduce innovative processing, packaging machinery and material in Pakistan for the food and beverage producers. This year; more than 135 exhibitors from 26 countries participated in the event including Austria, Belgium, Canada, China, Czech Republic, France, Germany, India, Poland, USA, UK, UAE. Around 78% of the visitors had confirmed for rebooking next year



Technology displayed by distinguished local and international suppliers included dairy & meat processing & packaging machinery,

bakery & confectionary, juice & beverages Processing, refrigeration, hygiene & slaughtering equipments, testing, coding, flavors, chemicals & ingredients etc. The exhibitors received a tremendous response from local industry.

International traders also took keen interest in the products and services of exhibitors. Culinary art at displays by College of Tourism & Hotel Management (COTHM) again become a noteworthy synergy of Iftech 2014.

## Annual Packaging Forum 2014

The 2nd Annual Packaging Forum was held on 6th September 2014 at Expo Centre Lahore The forum's theme was "Technologies that shape up the future of packaging" Mr. Ali Morani, Chairman, Flexible Packaging Association of Converters of Pakistan graced the occasion as the chairperson and speaker of the forum Other eminent speakers were from Macchi SPA Italy, Engro Foods, Bio-Vet, South African National Halal Authority and Multivac UAE.

The forum received the participation from over 40 senior officials of prominent companies like Ever fresh Farms, Excel World, Mellet Enterprises, Fauji Fertilizers, Noon Pakistan, Packaging Solutions, Pak Poultry Processors, Punjab Oil Mills, Shafi Foods, Sprintech Packaging, Synthetic Products Enterprises, Tetra Pak Pakistan and Zultec Group. ♦

