

# 12<sup>th</sup> International Exhibition for Food & Beverage Processing Packaging Technologies

The 12th edition of Iftech a premier exhibition for food and beverage processing and packaging industry will take place from 1st to 3rd September 2015. Iftech is the first and foremost B2B exhibition of food processing and packaging in Pakistan which portrays the solid growth and unprecedented performance of country's food and beverage sectors. As an important annual event, Iftech Pakistan has made valuable contributions by expanding economic opportunities in the fast growing food, beverage and hospitality industries.

With a proven track record of servicing the food & beverage industry for more than a decade, IFTECH connects together the display of entire range of processing & packaging technologies on one exhibition platform. Recognized as the most preferred B2B meeting place of technology leaders in Pakistan, IFTECH amplifies the boundless potential of Pakistan's food and beverage industry in the world by creating unprecedented opportunities to source & sell the latest machinery & material for the suppliers & brand owners alike.

Over the past 11 years, Iftech has been the choice of world's leading technology suppliers to approach and engage with Pakistan's food and beverage producers and brand owners. Technologies displayed at Iftech have added commercial significance to the manufacturing value chains of numerous food and beverage producers of the country. The resplendent effect of this modernization of processing and packaging techniques paced well with the changing consumer



trends and many new variants of food and beverages have made forays into the buying list of consumers.

With an expected number of around 7000 visitors from around 26 countries around the globe Iftech Pakistan 2015 is going to mirror this dynamic progress of the industry which could be seen and measured by becoming a part of it. Iftech has mainly channelled the following industrial technologies in Pakistan:

- ❖ Dairy & Beverages Processing Packaging
- ❖ Meat & Poultry Processing Packaging
- ❖ Bakery & Confectionery Processing Packaging
- ❖ Healthcare & Personal Care Packaging
- ❖ Ingredients, Flavors, Aromatics & Chemicals
- ❖ Foodservice & Hospitality
- ❖ Testing Measuring And Lab Equipments

## Annual Packaging forum 2015

The 3rd Edition of Annual Packaging Forum aims to highlight the recent developments and innovations in the flexible packaging industry. This forum will be

held on 2nd September 2015 at Karachi Expo Center Conference Room. Theme of the forum is "Flexible Packaging Innovations & Developments". Annual Packaging Forum 2015 will be the ideal conference platform for academia and the industry to discuss & debate over the NEW which is happening in the field of flexible packaging.

The macroeconomic environment has been challenging for flexible packaging industry in recent years. The fast paced expansion in consumerism has placed flexible packaging as the fastest growing industry of Pakistan's economy. The brand owners compete to introduce packaging which creates product differentiation and protection, enhance satisfaction levels; trust and instant shelf appeal ultimately generating a genuine desire to re purchase which contributes to the success of their products.

The scope of the forum will revolve around Food and Beverage Packaging, Medical and Pharmaceutical Packaging, Lightweight Packaging and Packaging Designs, New Materials, Sustainable Packaging. ♦