

Special comments



**Mr. Muhammad Siddique
of Zaiqa Food Industry**

We are basically a food manufacturing company in which we develop spices recipes for different dishes. we make blends and sauces as well as pickles, custards and jellies etc. We are mainly exporting our products compared to local market. We are exporting in Saudi Arabia, Kuwait, Middle- east, Bahrain as well as UK, US, Canada, Germany, Australia and Malaysia. We are supplying mainly to expatriates but also catering to main stream markets. Our range of products is continuously on an increase. This year we have introduced custard powder and jellies and have high hopes further.

**Mr. Om Parkash of Sindh Punjab
Food Traders**

Our company is mainly based in Karachi and family-owned business, started by our father in 1994. The main



**Mr. Iqbal A Qarshi,
CEO, QARSHI**

After completion of my studies, we started in 1968 we started as a small unit with two products only and gradually we



area we deal is rice. Apart from this we export and import SM grains. Pakistani rice is divided in two categories basmati and non basmati. As Basmati is based in Punjab so its relevance is more with Punjab and our economy is highly dependent on it while the non Basmati category is mostly based in Sindh. Our major focus is on Sindh variety as we have easy access towards it and it is easier to get supplies. In terms of non Basmati, we are not in any critical situation compared to Basmati which faces tough competition from India etc. If we want to survive in Basmati category than we need to improve our seeds and government should also take initiatives for the betterment of industry.

started developing. Initially we started natural medicines and then it was Johar Joshanda and Jam-e- Shireen in 1980s and other categories. Now the things which we are introducing are for the main stream market in Europe specially those countries where Yunani medicines are not very well known so we are working on a new series of products for them which is called care series. We are constantly upgrading and developing different products.

Our main departments are: Research and Development, Commercial and CSR activities. In research and development we have three laboratories. On the welfare side we have a foundation which includes education, healthcare, conservation and environment. In education we have a nonprofit school as well as a University and in health care we have Dispensaries and Hospitals. ◆