



# Pakistani Exhibitors at Gulfood 2018

Pakistan's participation at Gulfood 2018 will have a significant impact on the promotion of Pakistani food products in UAE. This platform will provide Pakistani exporters and processors with an opportunity to showcase their agricultural products and access new international markets. Pakistan has boosted sales of its traditional agricultural products while simultaneously expanding its reach into new product areas such as processed meat and poultry products, tea, concentrated milk and cream, bakery, certain fruits and vegetables, spices, herbs and confectioneries.

## Active Foods (Za'abeel 1 Z1-C50)

Active Foods is a growing Fast Moving Consumer Goods



Company (FMCG) and the first one to introduce Unique and Healthy products in Pakistan. Active Foods is working under an umbrella of diversified group of companies since 1960's.

## APAG (Za'abeel 1 Z1-B50)

APAG holds a high place as Pakistan's leading food company.



Historically, APAG is inextricably linked to the history of Pakistan, when the Ghulam Hussain family established the E.M. Oil Mills in 1954 and launched Malta, which became beloved for its quality cooking oil and banaspati.

They are the exporter of top quality basmati rice from Pakistan for the last 30 years and are successfully exporting pre-

mium quality rice to Metro and Supermarkets in Middle East, Canada, North America, Mauritius and New Zealand.

## Ahmed Foods (Za'abeel 1 Z1-A35)

Ahmed Foods has always been a family affair, an enchanted blend between what is been manufactured and the people who chooses it; a history made of belief, diligence and passion that touches millions of hearts.



## Al-Hamza Trading Company (Za'abeel 1 Z1-D41)

Al-Hamza Trading Company a leading rice exporter from Pakistan. Their strengths includes state of the art grain processing modern mills, quality certified processes, procedures, flexibility, efficiency, and excellent customer service.



## Al Abad Brand (Za'abeel 1 Z1-C46)

Established in 1994, they have been exporting to over 35 countries. Their Production capacity is 20 MT per hour, with latest color sorter machines installed imported from BUHLER.

## Alyaanz Enterprises (Za'abeel 1 Z1-B58)

Alyaanz Enterprises, established in 2008, has proved to be a glorious alliance of food industry proficiency and exemplary business acumen. Their priceless experience in Trading / private labeling Sourcing of POTATO & PRODUCTS / FRUIT & PRODUCTS with their unparalleled guidance to customers and product usage have been their torch-bearers throughout their journey, which evoked from manufacturing potato flakes ranges etc.



**Amir Rice Export & Import Co  
(Za'abeel 1 Z1-C59)**

Amir Rice Export & Import Co is one of the leading rice exporters of Pakistan. They have won many gold medals & export trophies by the honorable president of Pakistan and the honorable prime minister of Pakistan for the best export performance of rice.



The story of Amir Rice Traders begins with the founder Mian Abdul Rashid(Late) and dates all the way back to 1965. It was around that time he bought an ordinary traditional rice husking machine and by adding new machinery of paddy husking and milling with husk fire type paddy dryers to create what is today known as Amir Rice Traders.

**Ashrafi Foods (Za'abeel 1 Z1-C53)**

The commercial foundation of Ashrafi foods Industries date back to 1956. When Mr. Hafiz Fazail Hussain started his first business venture by establishing National Absorbent cotton Mills in Pakistan's metropolitan city Karachi.



**Atlas Foods Private Limited  
(Za'abeel 1 Z1-B48)**

Atlas Foods Private Limited is ISO 22000:2005, FDA and BSCI approved organization having strong financial muscles and business contacts worldwide. They are having production capacity of 25MT/Hour which enables them to export around 30 to 35000 Tons of Basmati Rice Annually.



**Baba Enterprises (Za'abeel 1 Z1-C57)**

Baba Enterprises, which has been in the rice export business since the last two decades & has earned a good name in the field. It is



**Al-Asad Rice Mills**

Al-Asad Rice Mills was established in 1994 by Mr. Mohammad Hussain Khandwala. They have been exporting rice to over 35 countries all over the world with more than 100 quality conscious customers.



Al-Asad Rice Mills has installed state of the art modern machinery to clean, polish and pack the rice and continuous improvements have been made timely to remain competitive. The plants have the combined processing capacity of 300 M/tons per day. With the help of latest Colour Sorter machines from Buhler, UK electronic sorting of rice and same is considered the most advance method of rice cleansing in the world.

Their is no compromise in quality control system to maintain and provide a consistent quality to customers worldwide.

They have the storage capacity of 15,000 M/tons of processed and unprocessed rice and maintain a similar quantity of stocks in season with annual export turnover of 50,000 M/tons of both BASMATI and NON-BASMATI rice.

Rice is packed in all types of packaging as desired by customers. They print their brands on different packaging in their languages. Their famous and registered brands are Al-Asad, Motidana, Zamin and Five Star, which are regularly exported.

a full scale company, involved in export of a very large range of rice in bulk as well as private labels.

**Barkat Rice  
(Za'abeel Pavilion ZP-A4)**

From fertile and rich land of Punjab, we bring you best variety of Basmati rice known for its aroma, elongation and taste.



**Bismillah Sehla Processing  
(Za'abeel 1Z1-D45)**

Apart from up-gradation of Bismillah Sehla Processing (Pvt.) Ltd., (BSP) existing 20Mtons husking, 15MT steaming, 10MT par boiling and 5Mtons of processing rice plants of total about 50 MT/hr production capacity, BSP is adding modern rice mill of latest plant of 8 Mtons/hr production capacity in Bucheki-Nankana Sahib Punjab-Pakistan.



**Bulk Management  
Pakistan (Pvt)  
Limited (Za'abeel  
1Z1-D29)**



Bulk Management Pakistan (Pvt) Limited has established a state of the art Rice Reprocessing Plant at Port Qasim, Karachi. It has the world's finest Buhler machinery to produce quality rice as per International standards.

**Chappal Group  
(Za'abeel 1Z1-B54)**

Chappal Group is one of the leading exporter and miller of Pakistan. It was established since 1967. It has been more than four decades satisfying their customers all round the world. They have vast range of products, which include Basmati & Non-Basmati Rice Varieties, Corn, Sugar, Wheat, Wheat Flour, Honey, Spices, Herbs, Crude Drugs, Gums, Dry Fruits, and also Animal Feed Products.





### AMBALA Sweets and Bakers (Za'abeel 1 Z1-D37)

From over 40 years, AMBALA as an international brand of purely different bakery and asian sweets products has provided better taste and quality to the people around the globe. Ambala's purely different product range includes a tempting collection of cookies, asian sweets and nimko products.

They produce three main ingredients Desi Ghee, Khoya (milk fat) and Butter at in house production facility not to compromise on quality of their products.

AMBALA offers flexible packaging options according to customer requirement and all the packaging material are food grade and upto international standards.

Due to their network of inter linked departments, each specialized in their related fields for efficient 24/7 operation, a strong team more than 150 individuals is dedicated for local and export orders.

Currently, AMBALA is exporting their large variety of products to South Korea, Hong Kong, Australia and New Zealand. ♦

### Continental Biscuits (Za'abeel 1Z1-C29)



For more than two decades CBL is engaged in the manufacturing and marketing of the Brand LU. They have an array of products which are pre-eminent in the branded biscuits business both in Pakistan and abroad.

### Danpak Food Industries (Pvt.) Ltd (Za'abeel 1Z1-A36)



Danpak Food Industries, Pakistan is a well known confectionery company that offers its clients and consumers new, innovative and the best quality products. It was established in 1986 and since then Danpak has been identified for its distinctive range of products including chocolates, bubble gums, candies, toffees, etc.

### Durvesh (Za'abeel 1Z1-C51)



Durvesh was established in 2001 with the attention of best quality products and services in the field of Herbs & Spices, plant based raw material.

### East Rice Company (Za'abeel 1Z1-C41)



East Rice Company is the one stop solution to all your rice import requirements. Its diverse and coherent milling & processing facilities and expertise in the rice milling sector are their strongest assets.

### EBM (9 F9-7)



With a legacy spanning more than 50 years of baking and serving over 75 million biscuits everyday, EBM, has recently launched Cake Up -an exciting and high quality cupcake brand for its loyal consumers.

### Engro Agri Products (Za'abeel 1 Z1-C30)



EEAP is an agri-consumer company with rice brands in Pakistani market under the umbrella name 'Onaaj'. EEAP has one of the largest rice processing facilities in Pakistan.

### Fauji Fresh n Freeze Limited (FFFL)- (Za'abeel 2 Z2-A3)



Fauji Fresh n Freeze Limited (FFFL), established in October 2013 is a subsidiary of Fauji Fertilizer Company (FFC). One of the largest business conglomerates of Pakistan, with a state-of-the-art plant facility, stretching over 75 acres in Sahiwal.

### Fauji Meat Limited (FML)- (4B4-9)



With a vision to be the leading local and international Halal Meat processing company, Fauji Meat Limited (FML) was incorporated in 2013 as a public limited company.

### Garibsons (Pvt.) Ltd. (Za'abeel 1Z1-D47)



Garibsons (Pvt.) Ltd., is a family owned business and was established in 1976. Their main line of business includes Rice Reprocessing / Milling / Exporting. Their rice milling capacity is of about 100 m.tons per hour.

### Dawn (Za'abeel 1Z1-B29)



Dawn set out on the road to create awareness of and demand for bread products with its first plant commissioned in Karachi in October 1981. It wasn't long before the name became synonymous with delicious nutrition, and a second plant was commissioned in Islamabad in 1985.

## Hamdard Manufacturers (Za'abeel 6Z6-B47)



Hamdard manufactures has almost 450 traditional herbal medicines, supplements and products. Some of them are very popular indeed. Their best-seller is 'RoohAfza' which is also called 'The Original Red Drink of the East.'

### Rooh Afza

We are sure that you must have not missed the latest Rooh Afza Zindagi Mubarak campaign by Hamdard Pakistan, as it capitalized on the power of unconditional love of a father towards his daughter and how he sends her Rooh Afza as a precious gift to make her not to miss the fragrance and flavour of home. This direction devised by RG Blue Communications took the audience by storm. The Mubarak platform, hence, was further extended to Ramzan Mubarak, Dosti Mubarak, Sardi Mubarak engaging the daily relationships of life.

It all started in 1906, when a red syrup was introduced by a small matab in India. Post partition this refreshing syrup was launched in Pakistan by Hamdard. The advert campaigns of the first two decades were based on functionality, its taste, color and it being the drink of the East because of its preference in this region.

The brand was promoted with the captions like 'Splendour of East', and 'Knowledge and Wisdom' (due to its rich history). In early 80's, Rooh Afza positioned itself as the pioneer by saying 'Every New Syrup Is Red but Every Red Syrup Is Not Rooh Afza.' An entire generation appreciated and fell in love with it. Later advertisement was focused on consumption to portray it as the best Mix Drink. This way Rooh Afza became the pioneer of the Red Syrup category in Pakistan and developed it. Its enormous liking and fame paved way for many other "Me Too" products.

Considering the major changes in consumer behavior and beverage industry trends, Hamdard management made a successful transition from glass bottle to PET Bottle. Then, inspired by the huge success, media was bombarded with functionality based adverts of competitors and the young generation started slowly moving away from the pioneer. When Mr. Usama Qureshi took charge as the Managing Director and CEO of Hamdard Pakistan, he felt the instant need for a stronger brand connect with the youth. He took an immediate decision of revamping the brand, steps were taken to ensure that a 360 degree revamp happens.



The challenge for Brand was to empower itself as a family-oriented brand that has been consumed round the year. Therefore, Rooh Afza transformed itself and emotions based positioning was introduced in the highly popular campaign "Zindagi Mubarak." The launch TVC was focused on the strong relations of a father and his daughter depicting the two generations – one brand loyalists and the other one the perceived audience. Rooh Afza was seen as an integral part in every phase of life. The phrase "The King Rules" was now easily relatable to the image of the brand as it enhanced its significance in the lives of the consumers.

This new approach resonated well with the audience, one reason being the honest yet heartfelt Story telling approach. Because of This campaign the myth of Rooh Afza, as only a Ramzan and summer drink was broken. Rooh Afza was successfully highlighted as a family-oriented brand and a drink for all seasons and occasions. ♦

## Guard Basmati Rice (Za'abeel 1Z1-F34)



Guard Agri is part of the financially strong, highly diversified GUARD GROUP of Companies, established in 1948 and with interests in Manufacturing, Auto Parts & Accessories, Automotive Lubricants, Food & Agriculture and Agricultural Research & Development.

## Gumcorp Pakistan (Za'abeel1Z1-B42)



Gumcorp Pakistan is the single largest producer of gum base in Pakistan, having vast experience of over thirty years in the confectionary and allied industries. Gumcorp started off as producers of packaging materials in 1967 and later on in 1980 entered the gum base industry as agents for an international gumbase producer.

## HKM (Za'abeel 1Z1-B49)

When it comes to Commodity Trade, the name of HKM stands as a Paragon in the Field.



Established in 1931, the HKM group has its own Husking and Milling Facilities for Rice. They are now one of the leading rice exporters of Pakistan.

## Hassan Ali Rice Export Company (HAREC)- (Za'abeel 1Z1-C37)

Hassan Ali Rice Export Company (HAREC) over the years



became a significant convention of success of the Hashwani Group of Companies after the recognition of their services in the field of rice export.

## Hayat Industries (Za'abeel 1Z1-A39)

Hayat Industries, founded in 1971, has been exporting it's brand of premium quality Basmati rice, Shahzada for over 20 years. It is one of the most popular Pakistani rice brands and this is a testament to the product quality and the team's effort in maintaining it.



## Prime Corporation

Prime Corporation is an international indenting company established in 1990. With over three decades of experience in the agriculture and spice food items with extensive global network they indent large volume of all kinds of spices and dry fruits from around the world. Prime Corporation provide their customers high quality products, optimum delivery time with most competitive terms /prices.



## Rice Indus (Za'abeel 1Z1-A48)

Located in Shahkot, the industrial heart of Punjab, Developed with a family and health conscious dynamic in mind, Ideal Rice is a leading manufacturer and supplier of Basmati and non-Basmati Steam, Parboiled and white varieties of rice Such as 1121, Super Kernel and Pk386.



## Ismail Industries (9952)

Since launching its flagship brand CandyLand in 1988, Ismail Industries has established itself as the largest confectionery manufacturer as well as largest confectionery exporter in Pakistan. Over the years, Ismail Industries has expanded horizontally by launching brands such as Bisconni (biscuits and cookies) and SnackCity (chips, peanuts, etc.), as well as vertically through Astro Plastics, which manufactures packing and plastic films



## Jazaa Foods (Pvt.) Limited (Za'abeel 1Z1-D31)

Being part o Junaid jamshed group, "Jazaa Foods (Pvt.) Limited" is an Exporter of Basmati Rice, Non-Basmati Rice, Fried Onions, Pastes, Vermicelli, Masalas, Sauces & Honey.



## Juice Pack Industries (Za'abeel 1Z1-B38)

Juice Pack Industries is one of the best juice producer in Pakistan. They take care of our entire business partner because they believe in building life time relations. We work tirelessly to bring the best food solutions to our valued customers looking internally and externally for new ideas, trends and improvements.



## K&N (4E4-2)

For over 50 years, K&N's an international brand of Purely Different chicken products has remained true to its purpose of providing better nutrition through poultry for Health and Happiness of people.



## KAFI Commodities Pvt Ltd (Za'abeel 1Z1-B46)

KAFI Commodities Pvt Ltd is a leading processor and exporter of Rice and other food items (Spices, Oils, Tomato paste, Milk powder, etc.) from Pakistan.



## Kas Commodities (Za'abeel 1Z1-C42)

From its humble beginning as a trading entity, today, Kas Commodities is a well-known rice export house. Under the dynamic leadership of a young CEO, Kas Commodities' mission is to supply its customers with highest possible quality while focusing on changing customer trends and demands across the globe.



## Kausar Rice & General Mills (Za'abeel 3Z3-F12)

Kausar Rice & General Mills, a composite rice unit established in 1974, specializes in the milling and processing to the export of brown rice as well as all the rice processes from paddy drying, shelling, husking, whitening, polishing, grading and sorting of white and parboiled rice.



## KHALID SWEETS & BAKERS (Za'abeel 1Z1-C45)

KHALID SWEETS & BAKERS operates with the purpose to provide their customers with foods of high quality, personalized services and value for money. For them the best has always been the creed, manifesto and philosophy of their services.



## Khan Rice Mills (Za'abeel 1Z1-A52)

Khan Rice Mills is one of the leading Grower, Miller and Exporter of Rice from Pakistan. The company was established in 1958 and has been exporting rice all over the world since 1991. They are now the third generation entered in this rice business.



## M. Manzoor & Co. (Pakistan) Pvt. Ltd (Za'abeel 1Z1-C47)

M. Manzoor & Co. (Pakistan) Pvt. Ltd, a Professional Food Processing and Trading Company dealing in wide range of Spices, Dry Fruits, Nuts, Lentils, Rice and Allied Food items in consumer and bulk packing under the brand name of A-1 Manzoor.



## Marhaba (Za'abeel 1Z1-C33)

Marhaba is one of the largest companies engaged in research, development, production and marketing of Health Food Products, Herbal Cosmetics, Herbal Remedies and many other OTC products.



## Marvel Agro Commodities (Za'abeel 1Z1-C43)

Marvel Agro Commodities is a sister concern of Marvi Group of Companies which is one of the fastest growing Rice exporter in Pakistan. Marvel Agro Commodities within 3-4 years span of time after establishment has emerged as one of the top ten Rice Exporter in Pakistan.



## Marvi Enterprise (Za'abeel 1Z1-C38)

Marvi enterprise is a Rice Grower since Generations, with vision to enrich the world through their quality rice grains. They have also started Paddy/Rice Trade from 1935 and in 1996 they also established their Rice Export setup soon after Government allowed Private Sector to Export Rice from Pakistan.



## Mast Qalander Group (Za'abeel 1Z1-A42)

Mast Qalander Group is recognized as an entity of principles, dignity and professionalism in the international markets of pulses, grains, oilseeds, feed, spices and related products.



## Matco Foods (Za'abeel 1Z1-A27)

Matco Foods is an IFC-investee company with over 50 years of experience in the rice industry, and a global portfolio of more than 150 corporate customers.



## Mazedar Foods International (Za'abeel 1Z1-C44)

Mazedar Foods International is one of the leading Producer, Trader and Exporter of Various Foods Stuff and Commodities, Namely Vegetables Pastes, Pickles, Fried Onions, Vermicelli, Mouth Fresheners from Pakistan.



## Pakola (Za'abeel 6Z6-H64)

Pakola is one of the most popular brands in Pakistan. The brand was created on 14th August, 1950. As per their slogan, "DIL BOLA ....Pakola", they believe that Pakola is the heart beat of the nation and with its amazing taste holds the potential to ride the taste buds of the consumers at home and abroad.



## Mehran Spice & Food Industries (Za'abeel 1Z1-A41)

Mehran Spice & Food Industries is the largest manufacturer and exporters of Spices, Recipes Mix Spices, Rice, Dehydrated Products, Dessert Mix & Vermicelli's, Pickles & Chutneys, Pastes, Tomato Ketchup & Sauces, Canned foods, Basil Seed drinks and other Allied food Items from Pakistan



## Meskey & Femtee (Za'abeel 1Z1-B32)

The company is pioneer of quality-based export of Basmati & Non Basmati rice from Pakistan since 1993 and also trading in Wheat, Sugar, Pulses and other food commodities. Established in 2006, Meskey & Femtee Trading Company (Pvt) Ltd (MFTC Foods (Pvt.) Ltd.) is a leading grain trading, milling and processing company of Pakistan. MFTC specializes in the trading and export of rice and wheat among other grains.



## Mitchell's (Za'abeel 2Z2-A9)

To be a leader in the market they serve by providing quality products to consumers while learning from their feedback to set even higher standards.



## Hashmi Pakistan (7B7-47)

Hashmi Pakistan is the leading company in the region with health and personal care products. It started the journey with minimum resource way back in 1794 and introduced Surma (KHOL) in the subcontinent. The product has therapeutic and medical properties.



## Sona Foods (Za'abeel 1Z1-C55)

With a strong family heritage of business in the flour industry spanning over fifty years, Sona Bread and allied products were rolled out in the market towards the end of 2010.



## Multi Food Industries Pakistan (Za'abeel 1Z1-B43)

Multi Food Industries is one of the largest manufacturers and exporter of Halal ethnic frozen food operating in the Karachi export processing zone (KEPZ) since 2004.



They have around 50 varieties of frozen ready to cook products such as Frozen Flat Bread parathas, Samosas, Spring Rolls, Kabab Rolls, Nan Breads, Sheermal, Taftan, Samosa Pastry Sheets, Spring Roll Pastry Sheet, Puff Pastry Sheets, Mango Chunks, Sweet Halwas, Mango Pulp, Vegetable Patties.

## Naurus Pvt Ltd (Za'abeel 1Z1-B55)

Naurus Pvt Ltd is one of Pakistan's most innovative food processing companies that is now 70 years old. With a number of leading brands under its umbrella and a footprint in over 15 countries they are one of the leading food processing companies in the industry.



## Naveed Enterprises (Za'abeel 1Z1-B40)

Naveed Enterprises is a leading manufacturer that is redefining the art of confectionery blending with its spirit of quality, customer orientation and thirst for excellence.



## NLST (Za'abeel 1Z1-B36)

NLST is one of the largest companies in Pakistan for producing varieties of dates and other dry fruits. The firm that concentrate on these fruits specifically in order to deliver them to people who love eating them and who are aware of their healthy benefits.



## Nisar Rice (Za'abeel1Z1-C49)

Nisar Rice factory is in rice business since 1985. Nisar rice factory purchases paddy directly from fields. After milling and processing done in state of art complete Satake and Buhler plants in the premises of Nisar Rice Factory, rice has been supplied to the local Pakistani markets as well as to prestigious international clients to different parts of the globe.



## Nosh (Za'abeel 1Z1-C52)

We are one of the leading manufacturers, marketers and exporters of food products in Pakistan. Besides enjoying leadership position in domestic market for last many years, we are also engaged in export of our all product range to many countries of the world.



## Qarshi (Za'abeel 5Z5-A58)

Qarshi is a leading Organization with large number of National / International Certificates & Accreditations. It has a vision to become global leaders in quality, human resource development, research & development, & corporate social responsibility.



## Qasim Rice Mills (Za'abeel 1Z1-C36)

Qasim Rice Mill is situated on Sheikhupura Road at Muridke, about 3 KM off G.T. Road. This is in the heart of Rice Producing Area of the Province of Punjab and is one of the most impressive Units in the area.



## Quality Rice Mill (Za'abeel 1Z1-C57)

Quality Rice Mill is an experienced rice processing and exporting company working for many years having a well equipped and sophisticated Rice Processing Plant with a capacity of rice milling up to 75000 Metric Tons per annum. It currently exports its products to Kingdom of Saudi Arabia and Bahrain.



## Quice (Za'abeel 1Z1-D35)

Quice has been a prominent name in the world of Food Products for the last three decades. It aims and is committed to offer high quality and great tasting products in category of food and beverages.



## Monsalwa (Za'abeel 1Z1-B56)

Monsalwa is a Pioneer company in Pakistan and have major safety standards like British Retail Consortium-BRC FOODS CERTIFIED, FSSC, S.A.N.H.A-HALAL & 100% Vegetarian products are manufactured.



## Bake Parlor (Za'abeel 1Z1-C39)

Bake Parlor has developed a history of entrepreneurial excellence ever since its inception in 1926. Its product diversification and market development strategies have enabled it to grow tenfold within a decade. Today their products portfolio includes flour; confectionary, vermicelli, a complete range of pasta items (Macaroni, Spaghetti) and snacks just to name a few.



## Rehmat-e-Shereen Sweets (Za'abeel 1Z1-D51)

Rehmat-e-Shereen Sweets, Bakers & Nimco ISO 22000-2005 Certified Company is a very well-known chain of sweets, bakers and nimco in Pakistan having seven outlets in Karachi.



## Salman Corporation (Pvt.) Ltd. (Za'abeel 1Z1-D39)

Salman Corporation (Pvt.) Ltd. is a family owned business. Mahmud-UL-Hassan Butt, who immigrated to Pakistan in 1947 from Amritsar, India, established the business in 1950.



## Seasons Foods Pvt. Ltd. (Za'abeel 1Z1-B52)

Seasons Foods Pvt. Ltd. is Pakistan's leading meat processor having complete poultry



integration including broiler farming, breeder farming, layer farming, hatchery, slaughter house and cooking facility.

## Shangrila Private Limited (Za'abeel 5Z5-122)

Shangrila Private Limited commenced operations in 1988. With its offering of high quality, premium, Halal and innovate products, Shangrila cemented itself as a healthy, great tasting food brand.



## Volka food Intl (VFI) (Za'abeel 1Z1-A58)

Volka food Intl (VFI) is a modern and state of the art company manufacturing quality confectionery, Bakery products for the last 20 yrs and also now have ventured into Pasta manufacturing.



## Soneri Group (Za'abeel 1Z1-E16)

Since 1992, Soneri group has specialized in manufacturing and exporting a wide range of bubblegums, lollipops, soft chews, chocolate beans, chocolates, biscuits, cookies, toffees, soft jellies etc.



## Dashi (Za'abeel 1Z1-B60)

Speciality Sales is working on convenience food market under the Brand name "Dashi International" and "Funchies".



## Staple Fods (Pvt) Ltd (Za'abeel 1Z1-B30)

Staple Fods (Pvt) Ltd a Rice/Lentils/Spices processing unit and export house is located in Port Qasim industrial area of Karachi - Pakistan with a Branch office in Dubai UAE and Mombasa Kenya.



## Taj Foods (Za'abeel 1Z1-C40)

Taj Foods is the largest Organic Rice, Dried Fruits, and Seeds suppliers from Pakistan and take pride in the high quality of products it offers.



**TI (Za'abeel 1Z1-C35)**

The company was established in the year 2005 with a slogan QUALITY IS POLICY. Thus, it always strives to accomplish the task according to the commitment. Qualities maintain the highest position.



**TDAP (Za'abeel 1Z1-B30)**

The Trade Development Authority of Pakistan (TDAP), which was established on November 8, 2006, under a Presidential Ordinance, shall have Ministry of Commerce as its administrative ministry. TDAP is the successor organization to the Export Promotion Bureau (EPB) and is mandated to have a holistic view of global trade development rather than only the 'export promotion' perspective of its predecessor.



**Young's Foods (Za'abeel 1Z1-C48)**

The House of Young's started its operations in 1988 as a small food processing establishment in Karachi, Pakistan. From the beginning, people working at Young's had the vision and passion to raise Young's to new heights with products that meet the daily food needs of our consumers and offer high value of nutrition and convenience.



**Z.A. Food Industries (Za'abeel 1Z1-B35)**

Z.A. Food Industries is one of the leading manufacturers and exporters of Faisalabad, Pakistan since 1996. Z.A. Food Industries provides products & services for Pakistan and All over the World.



**Shahi (Za'abeel 1Z1-C34)**

Shahi, established in 1973 is a recognized and reputable brand offering a variety of snacks, mouth fresheners, frozen food and namkeens. The Shahi brand endeavors to provide new and innovative products while maintaining the highest standards of quality. ♦



**AMD Project (USAID)**

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) is a USAID funded project which aims to improve the ability of Pakistan's commercial agriculture and livestock sectors to compete in international and national markets in the four target product lines; meat, high value and off season vegetables, mangoes and citrus. AMD will act as a catalyst for development and investment in target product lines by actively promoting cooperation and coordination amongst the value chain actors and ancillary service providers. AMD's implementation strategy is underpinned by a strictly commercial and market driven approach with a clear focus on strengthening market access for its partner organizations, and support international marketing and sales efforts.



AMD encourage investments in the four target product lines through matching grants and technical assistance and empower stakeholders by developing synergies, upgrading, streamline supply chains, and technical assistance to optimize profit margins and increase participation of women entrepreneurs, and ultimately help make Pakistani meat, high value and off season vegetables, mangoes and citrus more profitable and more competitive. ♦

**TORRES & RIBELLES: BETIS  
Za'abeel Plaza, Stand Z3-B43**



TORRES & RIBELLES S.A. is a Spanish olive oil company which was founded in 1914 (one hundred years ago). They are one of the top-ten Spanish olive oil exporting companies with their own brand BETIS.



The Olive Oil is the result of a blend of some varieties of olives: Hojiblanca, Arbequina, Cornicabra and Picual, which are packaged in tin cans to ensure optimal conservation of their organoleptical qualities for a longer time, or in an exclusive glass bottle with a distinguished design that makes consumer remember the product, or in PET bottles with tight and competitive prices. Nowadays, the packing volumes is superior to 25,000,000 liters and the packing capacity is about 150,000 liters of olive oil per working day of 8 hours.

TORRES Y RIBELLES S.A. has been awarded 'Ones to Watch' in Europe in a list of business excellence published by the European Business Awards sponsored by RSM in the category " The Award for International Expansion". ♦