



IFTECH 2019: Pakistan's leading fair for food and beverage industry

A three-day International exhibition of food and beverage processing and packaging, IFTECH Pakistan and International exhibition of plastics, printing, PLASTI & PACK was held from August 27 to 29, 2019, at the Karachi Expo Centre. The two concurrent shows are considered to be one of the biggest annual gathering of plastics packaging and food technology industry suppliers, experts, professionals and businesses associates.

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.

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. The 16th International Exhibition of Food &

Beverage Processing Packaging Technologies, Iftech which portrays the solid growth and unprecedented performance of country's food and beverage sectors, this year was held on 27 to 29 August at Karachi Expo Center.



This year the event has witnessed around 20,000 trade visitors from different industries like Food & Food Processing, Importers/ Exporters/General Traders, Plastics, Printing & Packaging, Pharmaceutical & Cosmetics, Hospitality, Chemical, MNCs/ FMCGs/ SMEs, Automotive Industry, Engineering/ Power & Textile Industry, Govt. Organizations, Associations & Chambers and Foreign Missions. The event covered the space of around 10 thousand sq.m. with more than 300 exhibitors from 35 countries. The event was very successful as it grabbed business contracts worth billions of rupees.

IFTECH CONFERENCE 2019

A conference was also organized on the theme of “Future Foodtech – Reshaping the Industry Outlook” during the event, at the same venue. Since Pakistan is a key growth market of food and beverages in South Asian region and the country has been internationally recognized for its booming retail consumer market and a subsequent need for variety of food & beverage produce. IFTECH PAKISTAN is the pinnacle of introducing latest innovations at its platform and startup of debates on emerging trends in food industry. Keeping alive this penchant, Pegasus Consultancy proudly presented IFTECH Conference 2019 – a brand new concurrent conference with exhibition to highlight and identify changing trends and emerging opportunities in food & beverages business.

IFTECH CONFERENCE 2019 was mainly focused on technological ways and means to sustain current demands in production as well as developing new products in line with the changing consumer propensities. The broad-based canvas of the conference has provided unparalleled opportunities to reach out to industry audience to discuss scientific solutions and technological advancements. ♦



Abdoollally Moosabhoj & Sons

Abdoollally Moosabhoj & Sons was established in 1880 and its main activities consist of blending and compounding a vast range of flavours & food colours. Their distribution and marketing comprise of these products along with powder flavours, coating systems for the chicken industry, essential oils, fragrances, aroma chemicals, food ingredients and other additives.

Over the years, they have established strong partnerships with international sources to provide their customers with the highest quality of products.

Abdoollally Moosabhoj & Sons cater to the following segments: Beverages, Bakery/Biscuits, Confectionery, Pharmaceuticals, Dairy products, Snacks and Savory products, Health and personal care including soap and fine fragrances. ♦

