

Leading Exhibitors

Buffield (Pvt) Ltd

Buffield Pvt. Ltd established in 2007 to cater for the market needs of the dairy and fruits sector. Recently it has obtained ISO 22000:2005 Food Safety Management System Certifications. In the beverage segment they have Infruiti, In-Joy & Xtractor – fruit drink. These drinks are launched in Mango, Apple & Mix Fruit flavors. In dairy segment, Doctor Milk and Amolatte - pasteurized and homogenized milk is well accepted by domestic consumers.

According to Mr. Asif Memon, MSO Buffield, "We are currently exporting to Africa and locally supplying to Karachi, interior Sindh and some parts of Baluchistan."

He concluded, "We are targeting the B class consumers for their juices and in spite of supply chain issues we are hopeful to increase our distribution network".

Multi Food Industries

Multi foods are one of the leading ethnic frozen foods manufacturers in Pakistan. Established in 2004, they export under their own brand, "Prime Harvest Mazedar" as well as private label brands. The products are manufactured 100% at the in-house facilities with ISO, HACCP and BRC guidelines and certifications.

The products range mainly comprises of ready to cook frozen foods, paratha, samosas, spring rolls, pastry sheets; heat and eat frozen tandoori bread range, chapati, kebab rolls, halwa, etc.

The company has also started a new product range of fruit pulp (frozen mango pulp), canned mango pulp, frozen mango chunks/slices, etc.

Young's Food Industries launch their new product Choco Bliss in spread category

The house of Young's started its operations in 1988 as a food processing company. The first product launched by Young's was Mayonnaise.

Another milestone in 1989 in the spread category includes Young's Chicken Spread; the first ever commercially produced product.



Mr. Shahid Aziz with Mr. Muhammad Jaffar (Sr. Manager International Marketing- Young's Food and Mr. Ather Iqbal (CEO- Ather Enterprises)



Mr. Muhammad Jaffar Sr. Manager International Marketing said that Young's Food had participated at Expo Pakistan to launch their new product Choco Bliss (Hazel Nut Chocolate spread) in the international market after its success in the local market.

Currently we are exporting to UAE and Saudi Arabia and now seeking new markets and buyers in Malaysia, Iran and Poland. He revealed that at this point in time Choco Bliss has no competitor in local as well as international market. ♦

Qarshi Industries (Pvt) Ltd.

Qarshi Industries (Pvt.) Ltd. is one of the largest natural products companies in Pakistan. They manufacture market leading brands that have become a household names in Pakistan. Established in 1968, Qarshi Industries (Pvt.) Ltd. is now among Pakistan's largest herbal pharmaceutical company. ♦



Shahid Aziz (Media Manager- Pakistan Food Journal) with Mr. Sajid Nawaz (Country Manager- Qarshi Saudi Arabia) and Sohail Aziz (Managing Editor/Publisher-Pakistan Food Journal).



Mr. Bilal Godil (Partner) Multi Foods Industries.

Al-Bukhsh Group of Companies/ Commodity

Al Bukhsh Group of Companies is a family owned business running for last eight decades and now served by 4th generation of owners. The business subsidiaries are working in several industries such as food stuff such as rice production and processing, commodities trading, health care/nutraceutical, construction and engineering etc.

MATCO Rice Processing Mills

Matco Rice Processing (Pvt.) Limited is one of the leading Basmati rice exporter with presence in 65 countries around the world. Falak" is the flagship brand exported to over 60 destinations via a global network of distributors. Brands Award Council of Pakistan has chosen "Falak" as the Brand of the Year.

Seasons Food (Pvt) Ltd

The success story of Seasons Group of Companies, in its present form, began in 1962 with the launch of flour mill. The Seasons Group of Companies added further units to its main business nucleus.

Today flour milling, poultry and cattle feed, breeder farms, hatcheries, broiler farms, chicken processing and edible oil extraction are some of the areas where Seasons Group is quite active.

The Seasons Group of Companies offers nourishing and halal products to national and international customers.

Shangrila (Pvt) Ltd

Shangrila (Private) Limited, a member of the ADS – The Association of Dressings and Sauces – USA, strives to offer its customers premium quality products.

Their aim is to produce quality food, in compliance to the international standards regarding food safety.

Strict quality management policy is stringently implemented, meeting the requirements of the ISO: 9001; 2000, while excellence in food safety has paved the way for certification under 22000: 2005.



Shahid Aziz of Pakistan Food Journal (L) with Ismail Godil of Euro Cool Chain (R).

Euro Cool Chain (Pvt) Ltd

Euro Cool Chain is a dynamic Temperature controlled warehouse and logistics operator providing services to small, medium and big companies. The main aim is to develop customized solutions to cater specific needs of clients.

They provide valuable customers complete warehousing solutions and point-to-point transport to maximize client's convenience of getting goods to the right place, on right time, at a right price. The Value added services include:

- ❖ Chiller and Freezer storage.
- ❖ Logistics Solution.
- ❖ Blast Freezing facility.
- ❖ Contract Packaging facility.
- ❖ Cross Docking.
- ❖ Cargo Handling- strict handling procedures and disciplines to prevent loss in product temperature and product quality
- ❖ 24 Hour Security and Surveillance.

Located with in Korangi Industrial area, the company offers immediate access to the city roads and highway networks.

Durrani Associates

Durrani Associates established 25 years ago, with an aim to conduct research in field pathology of fruits and vegetables with the objective to enhance the shelf life of different items such as mango, orange, grapefruit, potato and tomato. Recently Durrani Associates have established a subsidiary to import and export. The new company is registered as a Private Limited company under Companies Ordinance, 1984 by the name of **Pak Sun Green Pvt Ltd**. Durrani Associates now capitalizes on its competitive research activities by exporting processed mango by sea freight instead of air freight and keep the produce fresh for 35 days fulfilling all SPS requirements in Europe, US, Middle East, China and the Far East. ♦



Mr. Noman (Export Manager, Durrani Associates).

MEHMAN Rice/ Irfan Noman Bernas

Irfan Noman Bernas (Pvt.) Ltd., is a joint venture company between "BERNAS" a Malaysian food conglomerate, listed in Kuala Lumpur stock exchange and Irfan Noman Group. They are specialized in the field of rice procuring, processing, packaging and marketing. They market a series white rice varieties.

- ❖ Pakistani Super Kernel Basmati Rice.
- ❖ Pakistani Basmati PK-385 Rice and PK-386 Rice.
- ❖ Pakistani D-98 Rice.
- ❖ Pakistani Long Grain Irri-9 Rice.
- ❖ Pakistani Long Grain Irri-6 Rice 5%, 25%, 35% & 100% broken.
- ❖ Blended Varieties.

Pearl Confectionery (Pvt) Ltd

Pearl Food Industries established in 1982, now known as Pearl Confectionery (Pvt) Limited [PCL] is one of the largest confectionery manufacturer and exporter in the corporate sector.

They are producing high quality products for overseas buyers and exporting to Australia, Canada, the UK, EU, Far East, Middle East, South East Asia, West and Central Africa etc., etc. Their product range includes hard boiled candies, centre filled candies, depositing candies, candies toffees and bars, sugar coated products, bubble gums, lollipops, snacks and pan masala. ♦