

IFTECH Food+Bev Tec concluded on a positive note

The 10th Edition of the International Food Processing Packaging Exhibition was held on 5-7 September 2013 at Lahore Expo Center. Organized jointly by Pegasus, the event attracted more 120 exhibitors of which local participation was 37% while the rest of the 63% were international exhibitors from 25 countries including China, Germany, Italy, Spain, Turkey, UAE and Saudi Arabia. The show offered latest material and machinery for various manufacturing and processing industries along with food ingredients and chemical products.

The show organizers reported that more than 7500 visitors came to this exhibition from different cities of Pakistan including Lahore, Karachi, Islamabad, Gujranwala, Rawalpindi and Islamabad.

Managing Director Pegasus Consultancy Mr. Aamer Khanzada said, "We are proud of the fact that IFTECH Pakistan has now become the annual B2B gathering of food processing packaging technology leaders in Pakistan, which is the 8th biggest consumer market in the world, and the food processing packaging industry is one of the largest and fastest growing sectors of our economy."

Chaudhary Muhammad Shafique the Chief Guest at the opening ceremony said, "the government will encourage foreign direct investment in the province."

"We will facilitate the local as well as foreign investors to invest more in Punjab



and will provide all the required facilities," he elaborated, while addressing the inauguration Ceremony.

"There should be more exhibitions of such calibre in the country to promote trade and industry and also to project the positive image of Pakistan as all international exhibitors will take good image back home," he concluded.

Mrs. Nasreen Ali, Director General Board of Investment, (BOI), while addressing the occasion, highlighted the role of the organisers, in attracting a huge foreign participation, "We are planning different projects with them throughout the country."

President, Lahore Chamber of Commerce, Mr. Farooq Iftikhar, said that, "Plastic & Packaging industry in Pakistan has shown a tremendous growth, exhibitions of such kind will encourage more investment in this progressing industry."

"Punjab contributes almost 60% of the total GDP" he mentioned the fact and requested that the Government of Punjab should encourage and facilitate more of such kind of exhibitions at the Expo Center.

Managing Director Pegasus Consultancy Mr. Aamer Khanzada in his welcome remarks said that 120 Exhibitors from 25 countries are displaying their

products and state of the art technology at the fair. He mentioned that, "The current FDI in petrochemicals is standing at USD 16.5 million. The plastic raw material import bill of Pakistan is touching USD 1.5 Billion. In this context, Plasti & Pack is the advantageous B2B show in Pakistan helping in reaching out to preferred buying audience."

He added, "We are proud of the fact that IFTECH- Pakistan has now become the biggest annual B2B gathering of food processing packaging technology leaders in Pakistan which is the 8th biggest consumer market in the world, and the food processing packaging industry is one of the largest and fastest growing sectors of our economy," he concluded in his welcome address.

The event is actively supported by Board of Investment Government of Pakistan, Engineering Development Board, Pakistan Agricultural Research Council, Pakistan Council of Scientific & Industrial Research, Pakistan Dairy Association, Pakistan Food Association, All Pakistan Fruit & Vegetable Exporters, Importers and Merchants Association, Chefs Association of Pakistan and College of Tourism & Hotel Management. The show attracted high profile audience including numerous business delegations, counsel generals and buyers. ♦

