



4TH FOOD, AGRI & LIVESTOCK ASIA 2010
Int'l Exhibition & Conference
24-26 April 2010 @Karachi Expo Centre – Pakistan

POST EVENT FACT SHEET

EXHIBITION NAME	4th Food, Agri & Livestock Asia 2010 Int'l Exhibition & Conference																								
PERIOD	24-26 April 2010	TIMINGS	Trade Visitors:10:00 AM ~ 3:00PM Families : 3:00 PM ~ 8:00PM																						
VENUE	Karachi Expo Centre, Pakistan (Hall # 1 & 2)																								
STARTED YEAR	2005																								
INAUGURATION	4th Food, Agri & Livestock Asia 2010 was inaugurated by Ms. Sharmila Farooqui , Advisor to Chief Minister, on Saturday, 24th April 2010 .																								
HOW FAMOUS	<p>Organized by the only UFI (Paris) Approved Event Organizers of Pakistan, Food, Agri & Livestock Asia 2010 served as a comprehensive showcase of products, technologies, equipments & machineries as well as allied services, while providing investors with a definite outlook of the regional Halal Food, Agri & Livestock industry. Thus, promoting Pakistan as “The Halal Kitchen of the World”.</p> <p>A unique, business-to-business matchmaking programme ensured that 4th Food, Agri & Livestock Asia 2010 exhibitors meet face-to-face with clearly identified, pre-profiled buyers and decision makers. This exhibition provided exhibitors the opportunity to investigate and forge strong business collaborating relationships and expose their brands, products and services in the right place to the right market.</p>																								
CONFERENCE	4th International Conference on Food & Agriculture Session 1 : Agricultural Productivity & Economical Development Session 2 : Food Processing, Value Addition & Quality Standards																								
NO. OF BOOTH	SHELL SCHEME	80 Booths	BARE SPACE	120 Booths																					
NO. OF COMPANIES PARTICIPATED	FOREIGN	24	LOCAL	132																					
NO. OF PARTICIPATED COUNTRIES	16																								
MAJOR COUNTRIES PARTICIPATED	Argentina, China, Indonesia, Malaysia, Russia, Turkey & UK																								
NO. OF VISITORS	FOREIGN	37	LOCAL	More than 42,820																					
SPONSORED BY	Endorsed By: Platinum Sponsor: Sponsors:	Pakistan Food Association (PFA) ÜLKER Peak Freans (English Biscuits Manufacturers), Student Biryani, Habib Bank Ltd (HBL), SGS & Adamjee Insurance																							
MEDIA COVERAGE	More than 150 print and electronic media representatives covered the Show. Some of the satellite channels that covered the Event are as follows: <table style="width: 100%; border: none;"> <tr> <td>§ PTV</td> <td>§ Din News</td> <td>§ News One</td> </tr> <tr> <td>§ GEO</td> <td>§ Business Plus</td> <td>§ Dhoom TV</td> </tr> <tr> <td>§ ARY Digital</td> <td>§ Dawn News</td> <td>§ AAJ TV</td> </tr> <tr> <td>§ INDUS Network</td> <td>§ ATV</td> <td>§ CNBC</td> </tr> <tr> <td>§ Rung TV</td> <td>§ Vibe TV</td> <td>§ Sunbiz</td> </tr> <tr> <td>§ Dunya</td> <td>§ Express</td> <td>§ Waqt TV</td> </tr> <tr> <td>§ MetroOne</td> <td>§ Samaa TV</td> <td></td> </tr> </table> And all the renowned Urdu & English newspapers.				§ PTV	§ Din News	§ News One	§ GEO	§ Business Plus	§ Dhoom TV	§ ARY Digital	§ Dawn News	§ AAJ TV	§ INDUS Network	§ ATV	§ CNBC	§ Rung TV	§ Vibe TV	§ Sunbiz	§ Dunya	§ Express	§ Waqt TV	§ MetroOne	§ Samaa TV	
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<p style="text-align: center;">FIELD ITEMS</p>	<ul style="list-style-type: none"> § Agricultural Mechanization & Technologies § Tractor & Agricultural Mechanization Side Industry § Greenhouse Technologies § Water & Irrigation Technologies § Fertilizers § Crop Protection § Seed, Saplings & Horticulture § Organic Agriculture § Other Agricultural Equipments & Services § Agricultural Services § Animal Husbandry Equipments § Poultry § Cold storage
<p style="text-align: center;">GUEST OF HONORS VISITED</p>	<ul style="list-style-type: none"> § Mr. Rodolfo J. Martin Saravia, Ambassador of Argentine Republic § Mr. Ibrahim Elabad M. Hentish, Ambassador, Embassy of Libya § Mr. Masaharu Sato, Consul General of Japan § Mr. Trigustono Supriyanto, Consul General of Indonesia § Mr. Nail Ersoy, Commercial Attaché, Turkish Consulate General § Mr. Imam Uddin Shokeen, Advisor to Chief Minister, Sindh § Prof. Dr. Shahana Urooj, Dean, Faculty of Sciences University of Karachi § Mr. Muhammad Younas, Dean, Faculty of Animal Husbandry, University of Agriculture Faisalabad § Mr. Bashir Husaain, CE, Pakistan Horticulture Development & Export Company, (PHDEC) § Mr. Zuzzer Ali Shamsuddin, Director General, Pakistan Council of Science & Ind'l Research, PCSIR § Mr. Arshad H. Hashmi, Director Agriculture, Dairy & Livestock, Punjab Board of Investment & Trade § Mr. Farhan Hassan, COO, ULKER § Mr. Tofiq Pasha Mooraj, Consultant, Water, Food and Environment
<p style="text-align: center;">SUPPORTED BY</p>	<ul style="list-style-type: none"> § Ministry of Foreign Affairs § Federal Ministry of Dairy Development § Ministry of Food, Agri & Livestock § Trade Development Authority of Pakistan (TDAP) § Pakistan Food Association (PFA) § Pakistan Horticulture Development & Export Company (PHDEC) § Agro Food Research & Resource Centre (AFRRC) § Pakistan Agricultural Research Council § Board of Investment (BOI) § Small & Medium Enterprise Development Authority (SMEDA) § <i>Jama's</i> Yellow Pages of Pakistan (JYP) <p>And all the related Government departments.</p>
<p style="text-align: center;">SUGGESTIONS FOR FOREIGN COMPANIES</p>	<p>4th Food, Agri & Livestock Asia 2010 aimed towards making investors especially from ASEAN Countries realize the conducive and congenial investment environment in Pakistan on one hand and maximizing the potential of locally manufactured Eqpt and instruments along with locally trained human resource for export potentials, on the other.</p> <p>5th Food, Agri & Livestock Asia 2011 will be an opportunity to promote your company's brand and introduce it in largely untapped market of Pakistan.</p> <p>Ecommerce Gateway offers following Special incentives for its valued foreign trade visitors on complimentary basis:</p> <ul style="list-style-type: none"> § Official invitation letter for visa facilitation § VIP protocol at Karachi International Airport § Printing of Single Quarter Column (60mm x 45mm) B&W Ad in the next edition of <i>Jama's</i> Yellow Pages of Pakistan (worth US\$500) § One latest edition of B2B CD ROM version of <i>Jama's</i> Yellow Pages of Pakistan (worth US\$100) (www.jamals.com)

<p align="center">REMARKS ABOUT PAK-ASEAN WORKSHOP & ICFAL</p>	<p>The 1st session of the conference was comprised on topics like Pakistan – The Land of Endless Opportunities, Alternative Ways to Enhance and Promote Agriculture, Facilitating Agricultural Exports, Agricultural Finance – Catalyst of Sustainable Development and Genetically Modified Food.</p> <p>The 2nd session was comprised on topics i.e. Value Addition in Food Products – Processing, Packaging & Branding, Food Processing & Supply Chain, Food Safety & Problems Associated with Food Trades, Integral Solutions for the Food Industry, Importance of Food Safety in Health Care, Standard Certification Systems in Pakistan and Best Halal Food Practices in the Food Manufacturing.</p> <p>§ International Conference on Food & Agriculture aimed to invite industry players & users together in a Proactive & Interactive Environment to share and discuss how the successful and proven global systems can be applied to improve the agriculture & food productivity & safety by using modern tools, technologies & techniques in Pakistan</p>
<p align="center">NEXT YEAR EVENT'S DATE</p>	<p align="center">5th Food, Agri & Livestock Asia 2011 Int'l Exhibition & Conference 26-28 April 2011 @Karachi Expo Centre–Pakistan</p>
<p align="center">TARIFF OF STALLS</p>	<p><u>Rate of Shell Scheme Stalls</u> § Min 9 sqm (3mx3m) space US\$300 per sqm. Includes: One Octonorm shell, one counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket -single phase 220 volts (50Hz), 5 amp.</p> <p><u>Rate of Bare Space Stalls</u> § Min 18 sqm (6mx3m) space US\$250 per sqm. Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p><u>Rate of Outdoor Exhibit Space (Air-Conditioned)</u> § Min 80 sqm space US\$ 75 per sqm. Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p>
<p align="center">DEAD LINE OF APPLICATION</p>	<p align="center">January 30, 2011 (Location subjected to the Availability of Stalls)</p>



Food, Agri & Livestock Asia Secretariat

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