



# **FoodAg Manufacturing**

**26<sup>th</sup> - 28<sup>th</sup> February, 2025**

**LAHORE EXPO CENTRE - PAKISTAN**



# Agriculture Sector of Pakistan



- Agriculture is the mainstay of Pakistan's economy about 25% of the country's land area is under cultivation (22 million hectares) with 80% under a well-knitted irrigation system.
- Multiple crops, fruits, and vegetables are produced throughout the year using mono and multiple cropping patterns by employing 38 percent of the labor force.

# Agriculture Sector of Pakistan



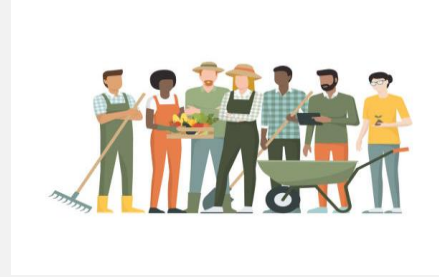
## Base of Development

Indispensable to socio-economic development



## GDP Share

24% contribution to GDP



## Labor Opportunities

Employs 37.4% of labor force



## Everyday life activities

Livelihood of 65%-70% Population



## Export Share

US\$ 8 Billion (PRAL)

# Pakistan's Agriculture Strength

## Cereals

 8<sup>th</sup> largest in Wheat

 12<sup>th</sup> largest in Millet

 10<sup>th</sup> largest in Rice

## Fruits

 4<sup>th</sup> largest in Mango

 6<sup>th</sup> largest in Dates,  
Guava, & Apricots

 12<sup>th</sup> largest in Citrus

## Vegetables

 4<sup>th</sup> Largest in Chickpeas  
5<sup>th</sup> largest in Okra


 8<sup>th</sup> largest in Onion

 11<sup>th</sup> in Cauliflower

## Misc.

 4<sup>th</sup> largest in Dairy  
7<sup>th</sup> largest in Cattle  
inventory

 4<sup>th</sup> largest in Cotton

 5<sup>th</sup> largest in Sugarcane  
9<sup>th</sup> largest in Tobacco &  
Spinach





# Pakistan Agriculture Output

- Pakistan's agriculture output is the 10th largest in the world. The country produces large and growing quantities of cereals, meat, milk, fruits and vegetables.
- Currently, Pakistan produces about 40 million tons of cereals (mainly wheat, rice and corn), 17 million tons of fruits and vegetables, 70 million tons of sugarcane, 60 million tons of milk and 4.5 million tons of meat. Total value of the nation's agricultural output exceeds \$50 billion.
- Pakistan is a country with diverse ecological zones, featuring considerable variations in topography, altitude, climate and seasons. This diversity enables the cultivation of a wide range of crops and supports livestock throughout the country.

# New Age of Pakistan Agro Sector



With Record US\$8.3 Billion Agro products export in 2023-24, Pakistan is on path of Food security, and to optimize agriculture production in Pakistan through innovative technologies and sustainable precision driven agricultural practices based on agro-ecological potential through.....







**MODERNISE**







# MECHANISE





# MAXIMIZE





# AGRO BASED INITIATIVE



## Technology Driven Large Scale Farming & Livestock



**Joint  
Ventures**



**Mechanization**



**High Efficiency  
Irrigation  
System**



**Research &  
Development**



# CROP CULTIVATION PROJECTS



## Crop Cultivation Project



AGRICULTURE  
PROJECTS OVER

**4.8**<sub>MN</sub>

ACRES OF LAND



# Focused Areas of Investment

## Other Investment Avenues



FARM MECHANIZATION  
PROJECTS



VALUE ADDITION  
PROJECTS



SOLAR  
BASED ENERGY  
PROJECTS



HIGH EFFICIENCY  
IRRIGATION  
SYSTEM PROJECTS



INFRASTRUCTURE  
DEVELOPMENT  
PROJECTS



FARM TO MARKET - ROAD  
PROJECTS



PIPELINE BASED  
IRRIGATION  
SYSTEM PROJECTS



CANAL BASED  
IRRIGATION  
SYSTEM PROJECTS



AGRI-INVESTMENT/  
INSURANCE PROJECTS



SUPPLY CHAIN  
MANAGEMENT  
PROJECTS





# **FoodAg Manufacturing**

**THE ONLY F&B MANUFACTURING EVENT IN PAKISTAN**





# Introduction

- FoodAg Manufacturing represents Food and Beverage (F&B) manufacturing industry. It offers a decisive destination for those seeking to accelerate the adoption of technology in the agro sector, and improve efficiencies and productivity to meet new challenges. The three days exhibition offers a comprehensive showcase of solutions for industry professionals seeking to stay at the forefront of the industry and presents a prime opportunity to network, form new global partnerships, announce new innovative products, deals, collaborations and Joint Venture. Global Agro Manufacturers are welcome addition of the 1st FoodAg Manufacturing exhibition scheduled at Lahore.

# Major Focus Products for Display



Ingredients	From colour enzymes to emulsifiers, cultures and fermentation starters to plant extracts and stabilizers- all ingredient trends are part of the exhibition
Processing	The latest technologies in food and beverage processing across meat, baking, beverage, refrigeration plants, food safety and quality.
Packaging	Packaging features large, mid and small scale equipment and machinery for packaging, printing, labeling, weighing, sorting and decorating across multiple industries.
Supply Chain Solutions	Supply Chain Solutions is the focus for all those involved in materials handling, transport and commercial vehicles, warehousing, operators, facilitators & service providers.



# FoodAg Summit



- Over 100 of the industry's most dynamic and engaging speakers will convene at the FoodAg Summit to discuss a powerful agenda ranging from food engineering innovations, metaverse factories of the future, food safety, circular ecosystems, sustainability-linked finance models, and much more

# Hall of FAME



- For the very first time at FoodAg Manufacturing, experience the pinnacle of innovation and excellence at the Hall of Fame: A dedicated space at the Pavilion hall where you can bring your groundbreaking technologies or innovations to life, through our dynamic screens. Highlight any of your innovations in ingredients, processing and packaging from the past decade that were a game changer in the industry and significantly transformed the manufacturing production process in the region.
- Owning a screen space at the Hall of Fame gives you the advantage to captivate the attention of a vast FoodAg Manufacturing audience of potential clients and partners who want to see the best in the business. As an exhibitor, seize the opportunity to gain unparalleled visibility, elevate your brand's prestige, and solidify your reputation as the F&B industry's market leader.
- This is an exclusive opportunity and screen spaces are limited, so secure your screen time now and be part of this extraordinary event.



# Visitors Profile



- Corporate Farming Heads
- Government Functionaries in Agri projects
- Local Investment companies Heads
- All major regional countries buyers
- F&B communities,
- strategic partners
- leading processing, packaging and ingredients companies
- top-tier trade buyers,
- influential global and regional professionals,
- thought leaders in the food and beverage manufacturing sector

# Why Punjab is venue for the Exhibition



- Food basket of Pakistan
- 60% Agro export is from Punjab
- home to important crops: cotton, wheat, sugarcane, maize besides a variety of orchards
- Hub of Mechanised and Corporate farming
- Major agriculture machinery and packaging is done in Punjab
- About 80% of the country's foreign exchange originates from agriculture, and Punjab contributes over 60% in this.



# End Note



- By setting a new benchmark for trade exhibitions, **FoodAg Manufacturing** generated unparalleled opportunities and fostered strategic alliances poised to reshape both regional dynamics and global perspectives.
- Be a part of the next wave of innovation.