

23 – 27 September 2019

# FOOD PROCESSING MISSION TO PAKISTAN



OFFICIAL PROGRAM

# About Pakistan

Is Pakistan on your export radar-screen? If not, perhaps it should be. Pakistan has a population of over **200 million**, a growing middle class, an impressive GDP-growth and successive democratically elected and stable government. Pakistan is hungry for Swiss technology, products and expertise with a classic first-mover advantage to boot.

It is the 5<sup>th</sup> largest country in the world in terms of population, size and its middle class is larger than in the United Kingdom and Italy combined.

Do you have the products, the technology and/or the knowledge to raise the agricultural production in Pakistan to a higher level?

55% of Pakistan's population is below the age of 19, which bodes well for long-term sustainable economic growth. Pakistan has a strong middle-class. A large part of the workforce is proficient in English, hardworking and intelligent. The consumer market in Pakistan is growing at a very fast pace as reflected by tele-density which has now reached more than 150 million.

Pakistan is strategically located in Asia's aspiring trade, energy and transport corridor. It is also the gateway to the energy rich Central Asian States, the financially liquid Gulf States and the economically advanced Far Eastern tigers. This strategic advantage alone makes Pakistan a marketplace teeming with possibilities.

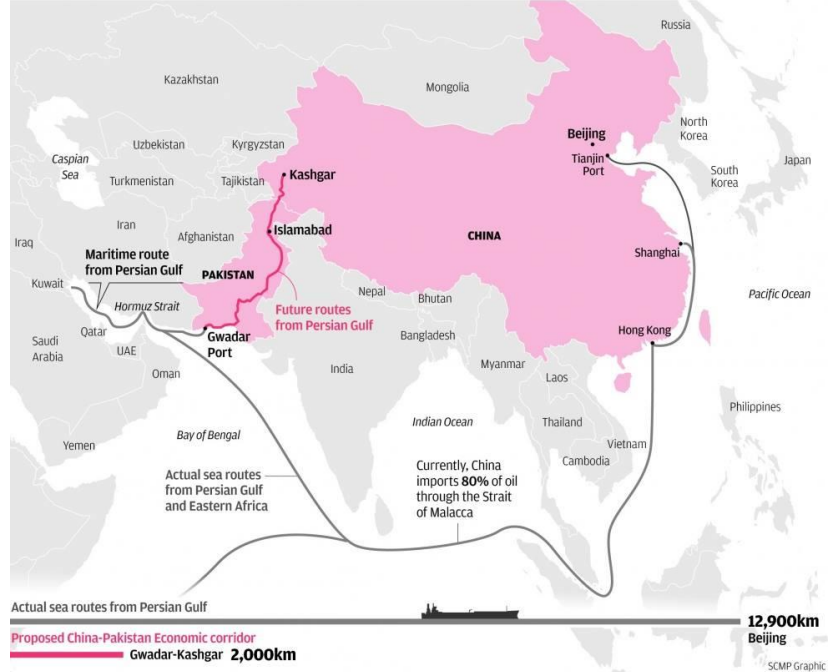
During the global financial crisis, Pakistan's economy has shown resilience and has maintained global and regional patterns and has performed better than some of the neighboring countries. International reports of repute have shown that Pakistan ranks ahead of regional countries.

Strategic cargo route from Gwadar Port to western China



## EXPLORE EMERGING PAKISTAN: FOOD & SUSTAINABILITY

Are you exploring new markets to expand business? You might want to think Pakistan. Opportunities are abound in this Top 25 world economy with a purchasing power of \$1 Trillion based on a 200 million population and a still rapidly growing middle class of 50 million.



## FOOD AND AGRICULTURE

Pakistan's food and agriculture sector is strong and diverse with tremendous opportunities and a need for high-tech processing, manufacturing facilities, after-market and technical expertise. Approximately 28% of the country's total land area is under cultivation. Agriculture contributes 19.5% to GDP and absorbs 42.3% of labor force.

- 🇵🇰 4<sup>th</sup> largest producer of cotton
- 🇵🇰 3<sup>rd</sup> largest herd of livestock
- 🇵🇰 5<sup>th</sup> largest producer of milk
- 🇵🇰 11<sup>th</sup> largest producer of poultry
- 🇵🇰 11<sup>th</sup> largest producer of rice

## OPPORTUNITIES FOR SWISS COMPANIES

Pakistan with over 200 million inhabitants is the 5<sup>th</sup> largest country in the world in terms of population. The growing urban middle class is increasingly consuming processed food and fast food. The fast food sector is growing by 21% annually. The poultry sector is growing at 10–12% a year. Pakistanis consume 189 liters of milk per person, 95% of which is raw milk. There will be a transition to processed milk in the coming years. Pakistan offers great opportunities for Swiss entrepreneurs, especially now that the security situation in the country has improved considerably.

There is immense potential for Swiss companies in several categories including:

- Animal Genetics
- Ingredients for food and feed
- Animal health-disease diagnostics, animal health and hygiene solutions
- Farm mechanization/automation-rotor, silage making machines, milking machinery
- Food additives-food colors, enzymes, preservatives, flavors, etc.
- Bulk milk chillers (BMC), solar powered coolers
- Equipment for poultry farms, analyzing and testing feed, process lines for dairies and dairy products, packaging of dairy, fruit and vegetable products and handling, storing and processing of grain and fruits & vegetables

Switzerland Global Enterprise (S-GE) and the Swiss Business Council in Pakistan are organizing a mission to Pakistan's two leading business hubs - Karachi and Lahore.

The planned program will explore business opportunities through engaging in B2B meetings, business lunches/dinners and company visits – including the visit to 15<sup>th</sup> addition of “Int’l Exhibition for Food Equipment & Technology” in Lahore between 26<sup>th</sup> – 27<sup>th</sup> September 2019.

Food Technology Asia Int’l Exhibition & Conference is one of the most promising and enduring exhibition held at the Lahore Expo Center. Food Technology Asia Exhibition is being organized at the most opportune time, when the government is looking forward to expand the developing industries of the country, which have shown tremendous growth in the past few years. The exhibition would serve as a comprehensive showcase of the latest in technology, equipment and machinery as well as allied services, while providing a definite outlook of the regional Food Technology industry and an opportunity to meet their prospective counterparts and business partners.

#### **WHY JOIN**

A growing Pakistani economy is seeing significant investments in the agricultural, food and sustainability sectors. These sectors cover many industries and supply chains ranging from dairy, food processing, waste, irrigation, water, renewable energy. Food quality and safety is an overall challenge in focus as the increasing middle class demand better standards.

Swiss companies with required solutions will find B2B demand for food processing equipment, technology and services, including training, that can lead to productivity & efficiency gains and streamlined product quality. Quality input are needed as new food products are developed for human consumption but also for a rapidly growing population of livestock.

Water scarcity and waste are major challenges and require smart solutions ranging from irrigation to clean water, non-revenue and waste water. Farm to fork utilization of waste/residuals for productive purposes and recycling/reuse are under palpable exploration by local corporates for investments but require technological solutions of international quality for bankability.

#### **THE MAIN AREAS OF INTEREST FOR SWISS COMPANIES ARE**

*Export of equipment from Switzerland.*

- ✚ Equipment, process lines for dairies and dairy turnkey projects
- ✚ Equipment for analyzing and testing feed
- ✚ Equipment for poultry farms
- ✚ Equipment for handling, storing and processing of grain
- ✚ Equipment for production of juice
- ✚ Equipment for handling of fruits and vegetables

#### **Export of agricultural products from Switzerland**

- ✚ High yielding dairy cattle and semen
- ✚ Swiss dairy products (including UHT and pasteurized (frozen) milk, ice cream, butter and spreads, different types of cheeses, and milk powder)
- ✚ Swiss poultry meat – and meat products
- ✚ Ingredients for food and feed ingredients (these cover a wide range of products like flavors, hydrocolloids, sweeteners, emulsifiers, preservatives, colors, food cultures and feed additives)

#### **Export of solutions for sustainability**

- ✚ Waste water treatment
- ✚ Solar & small wind energy solutions for farming, irrigation, cultivation, harvesting, storage, etc.
- ✚ Energy efficient solutions for agro-industries

### **Transfer and exchange of knowledge**

- ☒ Strengthen the food safety infrastructure
- ☒ Strengthen the transfer of knowledge from agricultural research to farmers
- ☒ Strengthen the cooperation between educational institutions and companies in the sectors employing graduates
- ☒ Consulting on design of Dairies
- ☒ Production technology for poultry farms

### **Establishment of partnerships**

- ☒ Construction of Dairies
- ☒ Construction of poultry farms
- ☒ Construction of meat processing facility
- ☒ Fruit processing/ pulp production (e.g. mango, citrus, guava, peach)

### **PROGRAM HIGHLIGHTS**

- One-to-one matchmaking meetings with potential partners, customers and other stake-holders
- Visit to trade fair in Lahore
- Guided visits to Swiss and Pakistani companies
- Networking opportunities with potential partners, customers, regulators, peers

### **PROPOSED PROGRAM**

#### **KARACHI**

23<sup>rd</sup> Sep 2019, Monday:

- Arrival in Karachi (Emirates EK606 arriving in Karachi at 00.40h)

24<sup>th</sup> Sep 2019, Tuesday (full day):

- Meetings with potential partners, customers and other stake holders

25<sup>th</sup> Sep 2019, Wednesday (full day):

- Meetings with potential partners, customers and other stake holders

#### **LAHORE**

26<sup>th</sup> Sep 2019, Thursday (full day):

- Visit to 15<sup>th</sup> addition of "Int'l Exhibition for Food Equipment & Technology" (<http://foodtechnologyasia.com/>)
- Visit to Swiss and Pakistani companies

27<sup>th</sup> Sep 2019, Friday:

- Meetings with potential partners, customers and other stake holders
- Visit to Swiss Company
- Depart for airport (Emirates EK623 departing Lahore on Saturday at 03.30h and arriving in Dubai at 05.40h)

### **PARTICIPATION COST**

CHF 2'480.- for S-GE gold members

CHF 2'620.- for S-GE silver members

CHF 2'690.- for non-members

Price per participant and excluding VAT

Included are:

- Planning, organizing, accompanying participants, four nights hotel accommodation, local transport, domestic airfare

Excluded are:

- International airfare, beverages

## Contact

Please contact one of us for more information:

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### **REGISTRATION DEADLINE**

31 August 2019

### **CANCELLATION FEE AFTER OFFICIAL ENROLMENT**

Before 15.08.2019: 50% of fee

After 15.08.2019: 100% of fee

# Registration

## Food Processing Mission to Pakistan

### 23 - 27 September 2019



I would like to register for the "Food Processing Mission to Pakistan".

Price per participant and excluding VAT:

- Participation for S-GE gold members CHF 2'480.-
- Participation for S-GE silver members CHF 2'620.-
- Participation for Non-S-GE members CHF 2'690.-

Included are:

- Planning, organizing, accompanying participants, four nights hotel accommodation, local transport, domestic airfare

Excluded are:

- International airfare, beverages

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### YOUR CONTACT INFORMATION

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COMPANY

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LAST NAME

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FIRST NAME

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POSITION

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STREET

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PO BOX

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POST CODE, TOWN

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CELL PHONE

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E-MAIL

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PLACE / DATE

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SIGNATURE

**Please sign and return registration form latest by August 30, 2019 to:**

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