



National Alliance for Safe Food®

(Safe Food, Healthy Nation)

World Baking Day 2022 Report

NATIONAL SEMINAR
Innovations in Baking Industry
Business Opportunities and Achieving Customer Satisfaction

In Context of
WORLD BAKING DAY

ORGANIZED BY
National Alliance for Safe Food

Date: May 17, 2022 **Time:** 02:00-05:00 pm **Venue:** Hotel Beach Luxury, Karachi

National Seminar on “Innovations in Baking Industry; Issues, Challenges and Their Solutions”

On the occasion of "World Baking Day" on May 17, 2022, the National Food Alliance for Safe Food organized one-day seminar on “Innovations in Baking Industry; Issues, Challenges and Their Solutions” at the Hotel Beach Luxury Karachi, Pakistan. Researchers, Stakeholders, and Industry Professionals from all around the country gathered for the conference. The Seminar provided key stakeholders with the opportunity to discuss their issues, opportunities, solutions, and innovative techniques, to establish latest venture & research’s and to find national partners for future collaborations.

Main Organizers:

National Alliance for Safe Food was the main organizer for the seminar.

Sponsor Partners:

Pak Giza, Appie Farms, LU Biscuits, United King, Global Halal Service, Superline ChemSafe, SGS Pakistan, Q&N Flavors, Zauq Group, Ambala Bakers, Pakistan Food Journal, and Bake House were among the proud Sponsor for this seminar.

Islamabad: Ground Floor, NSTP Building, NUST Islamabad.

Karachi: Plot 1-C, Street 03, Saba Commercial DHA Phase 5. **Lahore:** 24-Commercial, Canal View Society.

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The following relevant stakeholder's professionals, researchers, academicians, representatives of Development Organizations and representatives of the food regulatory bodies of the country joined the inauguration, technical and consultative session.

1. Mr. Muhammad Awais Khan (Chairman -National Alliance for Safe Food)
2. Mr. Sheikh Tehseen Ahmad (CEO-United King)
3. Mr. Sardar Fahad (Director BBQ Tonight)
4. Mr. Mahfooz Qazi (Director-Sindh Food Authority)
5. Dr. Saeed Babar (Director-LU Biscuits)
6. Mr. Abdul Salad (Head HR-Q&N Flavors)
7. Mr. Salem Yousef (Director-Pak Giza)
8. Mr. Salman Iqbal (Director-Superline)
9. Mr. Shahzab Abbas Naqvi (Director-ChemSafe)
10. Mr. Mudasir Nazir (SGS Pakistan)
11. Mr. Naveed Bhutto (Nutrition Expert-GoS)
12. Mr. Ikhtiar Mossa (PITAC-Ministry of Industries)
13. Mr. Ijaz Lashri (Manager-Kolson)
14. Ms. Areeba (QA-Al Marij)
15. Mr. Slaman Alam Khan (Manager R&D-Nutrilov)
16. Mr. Umair (Asst. Manager QA-FZMK)
17. Mr. Shoaib Awan (Lahore)
18. Chef Ambala (Director-Ambala)
19. Mr. Muhammad Afzal (Director-Saad Agencies)
20. Mr. Saad Bin Afzal (Director-Saad Agencies)
21. Mr. Tariq Ikram Khan (Director-Baking Ingredient)
22. Mr. Kamal (Manager-United King)
23. Mr. Sajid (Manager-United King)
24. Mr. Razaq Sab (Manager-Qandhari)
25. Mr. Hafiz Zahid (Director-SMT Bakers)
26. Mr. Zia Sab (Manager-Pie in the Sky)
27. Mr. Syed Raza Abbas (Manager-Pie in the Sky)
28. Mr. Fazeel Zia (Business Coordinator-HelperCo.)



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Themes of Technical Sessions:

The Seminar on Innovations in Baking Industry; Issues, Challenges and Their Solutions was Followed by Welcoming Note and Event Introduction by Muhammad Awais Khan, Technical session by Mr. Shahzab Naqvi (ChemSafe) on “Keeping Food Production Facilities and Equipment Clean”, Mr. Mudasir Nazir (SGS Pakistan) on “Baking Industry Challenges Quality Issues & Their Solutions through SGS Services”, and Mr. Saleem Yousef (Pak Giza) on “Fortification of Flour and Training Institutes” were invited to present how their services can be availed to address the issues faced in Baking Industries.



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Consultative Workshop:

Mr. Usman Ghani and Muhammad Awais Khan facilitated this session. The attendees were distributed questionnaires to note down their concerns. Mr. Usman Ghani further encouraged the stakeholders, and industry professionals to voice out their issues, innovations, and challenges. The issues were addressed by the relevant expert from baking industries & relevant authorities present, and support for the innovations discussed. Recommendations were noted down by NAFS Team, such as Automation in Baking Industry, Cheaper Cost and Local Sourcing of Raw Material & Cleaning Supplies, Management of Wastage by Recycling, and Correct Disposal, and Fortified Raw Material to satisfy Nutritional Needs of all ages.



Closing Ceremony:

Honorary Guests Mr. Sardar Fahad (Director BBQ Tonight), Mr. Tahseen Sheikh (CEO United King) and Mr. Mahfooz Qazi (Director Sindh Food Authority) were invited to give remarks about the seminar and accept the gratitude awards by NAFS Team before presenting awards to our Sponsor partners.

At the end, there was a Cake Cutting Ceremony and Group Photos.



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NAFS TEAM Welcome all of you in 2023 With Mega and Only One Baking Unit of Region.

Pakistan Baking Summit 2023

May 17, 2023 (Wednesday) Jasmin Hall,
Hotel Beach Luxury Karachi, Pakistan.

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