

PAKISTAN BAKING SUMMIT



Post Show Report PAKISTAN BAKING SUMMIT 2023

Date: May 17, 2023

Venue: Avari Towers, Karachi, Pakistan

Organized by: National Alliance for Safe Food NAFS & NASA International

Theme: Sustainable and Affordable Baking



The Pakistan Baking Summit was attended by Govt. Bodies, CEO's and C Level Leadership of Pakistan's Leading Baking Industries Baking Ingredients and Service Providers, Equipments Manufacturers, Certification & Inspection Bodies, Traders, Exporters and Food Associations.

www.worldbakingday.org <https://web.facebook.com/PakistanBaking>

Executive Summary:

The Pakistan Baking Summit 2023, held at Avari Towers, Karachi, on World Baking Day, May 17, was a resounding success. The event, organized by the National Alliance for Safe Food in collaboration with NASA International, brought together key stakeholders from the baking industry, government officials, international development organizations, and academia to deliberate on the theme of "**Sustainable and Affordable Baking.**"

The summit focused on addressing challenges faced by the baking industry in Pakistan, exploring avenues for sustainable growth, and promoting the export potential of baked products. It provided a platform for open discussions, knowledge sharing, and networking among industry professionals.



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Objectives Achieved

International Recognition: The event successfully showcased the achievements of the formal baking sector in Pakistan, gaining international recognition and positioning the country on the global baking map.

Policy Formulation: The summit facilitated discussions leading to the formulation of policies and procedures aimed at reducing the cost of production, ensuring safe baked products, and fostering a business-friendly environment.

Stakeholder Alignment: Majority of stakeholders, including technical experts, academia, government representatives, regulators, and media, actively participated, aligning themselves with the modern baking value chain.

Quality Improvement: Best practices for improving the quality of baked products, meeting international standards, were shared and discussed among industry professionals.

Government Attention: Encouragement was given to provincial and federal governments to pay due attention to the baking sector, supporting its growth and development.



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Event Flow

Time	Activity	Side Event	
09:00 am	Registration of Participants	Baking Industry Stalls/ Innovative Baking Poster Competition	
	Arrival of Guests & Networking		
	Recitation of Holy Quran & Naat-e-Rasool-e-Maqbool & National Anthem		
Inaugural Session			
09:30 am	Welcome Note by Organizer NAFS & NASA		
09:40 am	Words of Pakistan Baking Summit on “Sustainable & Affordable Baking” Mr. Rana Awais Khan, Chairman - National Alliance for Safe Food		
09:55 am	Remarks by Guest of Honors Sardar Fahad Khan, Patron-in-Chief National Alliance for Safe Food Sheikh Tehseen Ahmad, President Karachi Bakers Association Mr. Faraz Ur Rehman, President Korangi Association of Trade & Industries Mr. Munawar Hussain, Advisor Communication & MNNE, Harvest Plus Mr. Athar Hussian Khokhar, Director General Agro & Food Division TDAP		
11:00 am	Hi Tea & Networking Break		Baking Startups/ Projects Display
11:30 am	Talk by Mr. Shoaib Awan, Business Unit Head Wiztec Food Solutions		
11:40 am	Talk by Mr. Danish, Sales Head, A.M. International		
Penal Discussion - Success Stories-Baking Leaders/CEO's/Entrepreneurs Topic: Sustainable & Eco Friendly Baking			
11:50 am	Mr. Sheikh Tehseen Ahmad, CEO United King Mr. Abdullah Daniyal, Director SIMBA Foods Mr. Salman Aslam, Director Bake House Mr. Saleem Yousif, Director Pak Ghiza Mr. Obaid Hassan, CEO Entrée Foods		
01:00 pm	Lunch & Namaz Break		
Technical Session “Global Regulations, Innovations & Technologies in Baking Industry”		Presentation By Participants/ Results Dissemination/ Prize Distribution	
02:00 pm	Mr. Noman Amjad Lutfi, Chief Supply Chain Officer, Ismail Industries Mr. Yahya Chohan, Head of Marketing Control Union Mr. Saad Azeem, CEO Affinity Liaison Service Mr. Shahzaib Abbas Naqvi, Director ChemSafe		
Penal Discussion Topic: Export Potential of Baked Products - Way Forward			
03:30 pm	Mr. Sohail Aziz, CEO - Falcao - An Export Management Company Mr. Qasim Yaqoob, CEO - Minex		
04:15 pm	Closing Remarks & Vote of Thanks by NAFS & NASA		
Group Photo & Hi Tea			

Media Partners:

Leading channels attended the event along with Pakistan Food Journal played vital roles in disseminating information about the summit to the wider public.



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Audience:

Representatives from the baking industry, international baking development organizations, R&D and production professionals, regulators, academicians, researchers, chefs, entrepreneurs, and service providers and students of food science department actively participated.

Conclusion:

The Pakistan Baking Summit 2023 was a pivotal step toward fostering sustainable and affordable baking practices in the country. The discussions, recommendations, and collaborations established during the summit will serve as a foundation for future endeavors in the baking industry. The National Alliance for Safe Food remains committed to advancing the goals of safe and affordable baking in Pakistan.

The event ended with the Certificate & Shield Distribution and a Group Photograph with the Closing Remarks & Vote of Thanks by NAFS & NASA.

Let's Join Pakistan Baking Summit 2024

May 15, 2024

Mövenpick Hotel, Karachi Pakistan



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