

PAKISTAN BAKING SUMMIT



Post-Summit Report PAKISTAN BAKING SUMMIT 2024

Date: May 15, 2024

Venue: PC Hotel, Karachi, Pakistan

Theme: Safe, 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 2024, held at PC hotel, Karachi, on World Baking Day 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 "Safe, 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.



**NATIONAL
ALLIANCE
FOR SAFE FOOD**

Nasa International
AN EVENT MANAGEMENT COMPANY

PAKISTAN BAKING SUMMIT



Event Highlights

Inaugural Session



PAKISTAN BAKING SUMMIT



Technical Discussion



CEO's Session



PAKISTAN BAKING SUMMIT



Export Session



Exhibitors



PAKISTAN BAKING SUMMIT



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.



NASA International
AN EVENT MANAGEMENT COMPANY

NATIONAL ALLIANCE FOR SAFE FOOD
NAFS

FAUJI Supreme
Cooking Oil & Banaspati

SAMA

RIVAYAT

Appie farms

BAKE PARLOR

AB | MAURI
Passionate About Baking™

Angel

saf-instant

ISMAIL INDUSTRIES LIMITED

WIZTEC FOOD SOLUTIONS
A Division of WIZTEC Pakistan Limited

BEL
Since 1910

Hanson foods

PG
Pak Ghiza

HAUTZ

United King
The Food Kingdom

SONA FOODS

KERRY

ENTREE BREAD

RafhanMaize PRODUCTS CO LTD

MORNING FRESH

AMI

WONDER
SINCE 1983

Pie in the Sky

Zia
Quality is our Recipe

UPM
BREAD FOST MANUFACTURE

NR
Nature Rang

EURO Bake

Ambala
Bakers - Sweets - Nuts

NCI
NATURE CHEM INTERNATIONAL
Flavors, Fragrances, Seasoning & Ingredients

Pakistan Business Forum
HOSTS FOR & HONORARY

FOOD association

GLOBAL HALAL SERVICES

Falcão

PAKISTAN FOOD JOURNAL



PAKISTAN BAKING SUMMIT



Event Flow

May 15, 2024 – PC Hotel Karachi Pakistan

Time	Activity	Side Event
09:00-09:30 am	Registration of Participants	
	Arrival of Guests & Networking	
	Recitation of Holy Quran, National Anthem	
Inaugural Session		
09:30-10:20 am	Welcome Note & Words of Summit By Mr. Rana Awais Khan, Chairman - National Alliance for Safe Food “Safe, Sustainable, Eco-Friendly & Affordable Baking” Remarks by Guest of Honors Mr. Sohail Aziz, President Pakistan Business Forum Sheikh Tesheen Ahmad, Chairman-Pakistan Bakers Association (KASAN) Mr. Kaukab Iqbal Chairman Consumer Association of Pakistan Mr. Iftikhar Ahmed Sheikh, President-Karachi Chamber of Commerce & Industries Mr. Mukesh Kumar, Provincial Chief, SMEDA Mr. Agha Fakhur Hussain, Director General - Sindh Food Authority	
	Technical Session: Global Regulations, Innovations & Technologies in Baking Industry Overview of Global Regulations, Showcase of Innovative Technologies Transforming Baking Processes, Emerging Trends and Outlook	
	Session Chair: Mr. Noman Amjad Lutfi, Chief Supply Chain Officer - Ismail Industries Speakers: Mr. Ahsan Arif, Country General Manager, AB Mauri Pakistan Mr. Shoaib Awan, Business Unit Head Wiztec Food Solutions Mr. Syed M. Umer, General Manager, Appie farms & MA Flour Mills Video Display by Saf Instanat- Lesaffre Pakistan Mr. Muhammad Munawwar Hussain, Manager Research and Development, EBM-English Biscuits Manufacturers Mr. Navaid Aslam, CEO NA Enterprises, Distributor Angel Yeast Pakistan (Video)	<u>Stalls by Sponsors</u> Baking Poster Baking Startups Projects Display Innovation Pavilion Networking Lounge
10:20-11:30 am	Networking Break	
11:30-12:00 am	CEO's Session: Success Stories-Baking Leaders/CEO's/Entrepreneurs Insights from Successful Baking Entrepreneurs, Sharing Success Stories, Strategies and Challenges	
12:00-01:00 pm	Mr. Muhammad Adil Ali, Chief Executive Officer, Barkat Frisian Pasteurized Egg Company (Pvt) Ltd. Mr. Faad Waheed, Director, Waheed Group of Companies (Video) Mr. Saleem Yousif Akhtar, Director Pak Ghiza (Pvt) Ltd. (Video) Ms. Naila Naqvi, Chief Executive Officer, Pie in the Sky (Pvt) Ltd. Mr. Shahzad Sama, Director SAMA Engineering	
	Networking, Namaz & Lunch Break	
	Penal Discussion: Emerging Marketing Trends & Export Potential of Baked Products - Way Forward Marketing Trends and Strategies for Baked/Confectionery Products. Also Exploring Export Opportunities/Strategies to access International Markets, Government Support and Discussion on Trade Policy Discussion	
02:00-04:00 pm	Moderator: Mr. Asadullah Kohati – Director & CEO Falcao EMC Pvt Ltd (Trade Advisory & Export Promotion) Panelists: Obaid Hassan (MD - Entrée Foods) Salman Yousuf (CEO - SMY Enterprises) Mr. Tahir Mahmood (Principal Consultant Falcao Trade Advisory & Ex-Country Manager Austrade) Ahmer Arif (Director Global Reach & Advocacy and Independent Consultant on Trade & Investment) Taha Rauf (CEO - 1 Sol) Digital & AI (Artificial Intelligence) Specialist Samar Abidi (Regional Manager, Technical Sales – Cargill Food Solutions)	
	Summary of Summit/Key Insights by Dr. Hafiz Rehan Nadeem, President National Alliance for Safe Food Vote of Thanks by Mr. Sohail Aziz, CEO, NASA International	
	Group Photo	



**NATIONAL
ALLIANCE
FOR SAFE FOOD**

Nasa International
AN EVENT MANAGEMENT COMPANY

PAKISTAN BAKING SUMMIT



www.worldbakingday.org

Pakistan Baking Summit 3.0

In Context of
World Baking Day
May 15, 2024 - PC Hotel, Karachi



Agha Fakhar Hussain
Director General
Sindh Food Authority



Athar Khokhar
Director General
Agro and Food Division



Faad Waheed
C.E.O/Director
Fauji Supreme Cooking Oil and Banaspati
Khadija Edible Oil Refinery



Naila Naqvi
CEO
Pie in the Sky



Rizwan Buttar
Chief Innovation Officer
Zauq Group



Sheikh Tehseen Ahmed
C.E.O
United King



Muhammad Adil Ali
C.E.O
Barkat Frisian
Pasteurized Egg Company (Pvt) Ltd



Shoaib Awan
Business Unit Head
Wiztec Food Solutions



Obaid Hasan
Managing Director
Entree Foods



Ahsan Arif
Country General Manager
AB Mauri Pakistan (Pvt) Ltd



Noman Amjad Lutfi
Chief Supply Chain Officer
Isma Industries Limited



Saleem Akhtar Khan
Director
Pak Giza (Pvt) Ltd



Navaid Aslam
C.E.O N.A. Enterprises,
Distributor Angel Yeast Company Ltd



Sohail Aziz
President
Pakistan Business Forum



Syed Intikhab Ali
General Manager International Business
Sunridge Foods Pvt. Ltd



Shazad Sama
Director
SAMA Engineering



Sana Jawwad Khan
Director Marketing and Communications
KSBL



Rana Awais Khan
Chairman
National Alliance for Safe Food



Muhammad Munawwar Hussain
Manager Research and Development
English Biscuits Manufacturers PVT. LTD



Amir Rehman
DM (Agro-Foods Division)
TDAP
Trade Development Authority of Pakistan



Hafiz Rehan Nadeem
President
National Alliance for Safe Food



Syed M. Umer
General Manager
Appie Farms & M.A. Flour Mills



Samar Abidi
Regional Manager Technical Sales
GTM South Asia Cargill Food Solutions



Muhammad Asadullah
Director
Falcao Exports



Salman Yousuf
C.E.O
SMY Enterprises

For Details



Dr. Hafiz Rehan Nadeem
+92- 3124787572
pakistanbaking@gmail.com

Sabih Shahid
+92- 3323123429
sabih.shahid@nasaintl.com



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.

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.



**NATIONAL
ALLIANCE
FOR SAFE FOOD**

Nasa International
AN EVENT MANAGEMENT COMPANY

PAKISTAN BAKING SUMMIT



Conclusion:

The Pakistan Baking Summit 2024 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 – Lahore Edition November 26, 2024 - Flattie's Hotel, Lahore, Pakistan

Pakistan Baking Summit

"Safe, Sustainable & Affordable Baking"



www.worldbakingday.org

For Details
+92 312 4787 572
+92 334 2244 855

November 26, 2024
Flattie's Hotel Lahore, Pakistan

Let's be Part of Pakistan Premium
Baking Industry Professionals Event

Event Highlights

- Over 1000 Baking Industry Professionals
- Meet Industry Leaders
- Innovative Baking Technologies
- 50 Plus CEO's Attending Baking Leaders Session
- Expert-Led Sessions
- Networking Opportunities
- Export Business Growth & Marketing Strategies



Muhammad Awais Khan,
Managing Director | Pakistan Baking Summit
+92 324 6128 713

www.worldbakingday.org



**NATIONAL
ALLIANCE
FOR SAFE FOOD**

SPONSORS

PLATINUM

AB | MAURI
Passionate About Baking™

GOLD



SILVER



SUPPORTING PARTNERS



STRATEGIC PARTNERS



Dr. Hafiz Rehan Nadeem,
President | National Alliance for Safe Food
+92 312 4787 572
www.nafsfood.org

Nasa International
AN EVENT MANAGEMENT COMPANY