

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.













Event Highlights

Inaugural Session











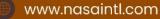
CEO's Session















Exhibitors















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.

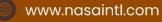
Policy Formulation: The summit facilitated discussions leading to the formulation of policies and procedures aimed at reducing the cost of production, ensuring safe baked products, and fostering a business-friendly environment.

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.







Event Flow

May 15, 2024 – PC Hotel Karachi Pakistan

Time	Activity	Side Event
	Registration of Participants	
09:00-09:30 am	Arrival of Guests & Networking	
	Recitation of Holy Quran, National Anthem	
	Inaugural Session	
	Welcome Note & Words of Summit By Mr. Rana Awais Khan, Chairman - National Alliance for Safe Food	
09:30-10:20 am	"Safe, Sustainable, Eco-Friendly & Affordable Baking"	the second second
	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	All and a second
	Technical Session: Global Regulations, Innovations & Technologies in Baking Industry	marker (
Overview of Glob	al Regulations, Showcase of Innovative Technologies Transforming Baking Processes, Emerging Trends and Outlook	1.198-11
	Session Chair: Mr. Noman Amjad Lutfi, Chief Supply Chain Officer - Ismail Industries	1. 11. 12.
10:20-11:30 am	Speakers:	Stalls by Sponso Baking Poster Baking Startups Projects Display
	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)	
11:30-12:00 am	Networking Break	Innovation Pavilio
	CEO's Session: Success Stories-Baking Leaders/CEO's/Entrepreneurs	Networking Loun
]	Insights from Successful Baking Entrepreneurs, Sharing Success Stories, Strategies and Challenges	8-11
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	
01:00-02:00 pm	Networking, Namaz & Lunch Break	
	l Discussion: Emerging Marketing Trends & Export Potential of Baked Products - Way Forward	
	ends and Strategies for Baked/Confectionery Products. Also Exploring Export Opportunities/Strategies to access	
U	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)	
04:00-04:30 pm	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	





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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.













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

SPONSORS Pakistan Baking Summit "Safe, Sustainable & Affordable Baking" AB MAURI **PLATINUM** www.worldbakingday.org Passionate About Baking™ For Details November 26, 2024 +92 312 4787 572 +92 334 2244 855 Faletti's Hotel Lahore, Pakistan Let's be Part of Pakistan Premium GOLD Ande **Baking Industry Professionals Event** SMAIL INDUSTRIES WIZTEC LIMITED **Event Highlights** Over 1000 Baking • 50 Plus CEO's Attending SAMA RIVAYAT SILVER **Industry Professionals Baking Leaders Session** tinn Cit & Ray Meet Industry Leaders Expert-Led Sessions SUPPORTING PARTNERS Innovative Baking Networking Opportunities **Technologies** KERRY ENTré **Rafhan**Maize Export Business Growth Pak Ghiza & Marketing Strategies MORNING AMI NUPM NR STRATEGIC PARTNERS FOOD Falcao FOOD Muhammad Awais Khan, Managing Director | Pakistan Baking Summit Dr. Hafiz Rehan Nadeem. +92 324 6128 713 President | National Alliance for Safe Food www.worldbakingday.org +92 312 4787 572 www.nafsfood.org ATIONAL Nasa International FOR SAFE FOOD AN EVENT MANAGEMENT COMPANY nasaintl

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