

The background of the page is a light, warm-toned photograph. It shows a white ceramic cup of coffee with a spoon resting on its rim. In the foreground, a wooden tray holds several golden-brown croissants. Some crumbs are scattered on the surface next to the tray.

PAKISTAN BAKING SUMMIT Event Profile

2026



PAKISTAN BAKING SUMMIT & EXPO

Safe, Nutritious, Affordable & Exportable Baking

December 02, 2026 | Faletti's Hotel, Lahore-Pakistan

EVENT HIGHLIGHTS

1000+ Baking
Industry
Professionals

200+ CEO's
Attending Baking
Leaders Session

Knowledge-Driven
Sessions

Meet Industry
Leaders

Networking
Opportunities

Export Business
Growth &
Networking Strategies



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www.worldbakingday.org

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About Us

The Pakistan Baking Summit is the country's foremost event dedicated to advancing the baking and confectionery industry. As a unique platform, the summit gathers key stakeholders, including industry professionals, manufacturers, entrepreneurs, and suppliers, to engage in meaningful dialogue, innovation, and collaboration. It focuses on addressing the most pressing challenges and unlocking new opportunities for growth within Pakistan's thriving baking sector.

National Alliance for Safe Food proposes to hold a Pakistan Baking Summit on World Baking Day involving all the stakeholders in Baking value chain to focus on potential of export of baked products from Pakistan. Theme of the Conference will be aligned with the one already set by FAO with more focus on Pakistan's market situation, i.e Sustainable and Affordable Baking to build safe nation.



SUMMIT AGENDA

Faletti's Hotel, Lahore | December 02, 2026

Time	Activity	Side Event
09:00-09:30 am	Registration of Participants Arrival of Guests & Networking Recitation of Holy Quran, National Anthem	
Inaugural Session		
09:30-10:30 am	Welcome Note By Mr. Rana Awais Khan, CEO - National Alliance for Safe Food "Baking Summit A Brand" by Head of Advisory Board - Baking Summit Mr. Noman A. Lutfi, Chief Supply Chain Officer, Ismail Industries Remarks by Guest of Honors - Haji Riaz Ahmad, President Pakistan Bakers Association - Chairman, Pakistan Flour Mill Association (PFMA) - Remarks by Development Organizations - Remarks by Ambassadors (TBC) - Remarks by Secretary Food Safety & Price Control Committee	❖ Stalls by Sponsors ❖ Baking Poster ❖ Baking Start-
CEO's Session 10:40 – 11:20 am	Success Stories of Baking Leaders & Entrepreneurs Moderator: TBD Panelist: - Speaker 1 - Bunny's - Speaker 2 - Dawn Bread - Speaker 3 - Cakes & Bakes - Speaker 4 - Gourmet	ups ❖ Projects Display
11:20 – 11:30 am	Partners Visibility - Promo	❖ Innovation
11:40 – 12:10 pm	Scale Up Baking Business, Export Strategies, Branding & Marketing of Baked Product Moderator: Dr. Shahzad Ameen, International Marketing Expert Case Study: - Speaker 1 - Volka Foods - Speaker 2 - Innovative - Speaker 3 - Mayfair	Pavilion ❖ Networking Lounge
12:10-12:40 pm	Networking Break/Exhibitor's Hour	
Panel Discussion 12:50 – 01:30 pm	Global Regulations, Innovations and Technologies in Baking Sector Moderator: Mr. Syed Arij Iqbal, CEO, Alpha Penta (Pvt) Ltd Panelist: - Mr. Ammar Qureshi, Head of Innovation & Quality, Lotte Kolson Private Limited - Dr. Omer Mukhtar Tarar, Principle Scientific Officer, PCSIR - Mr. Rizwan Buttar, Chief Innovation Officer, ZAUQ Group	❖ Company's Promo Video ❖ BakeTech
01:30-02:30 pm	Networking Break / Exhibitor's Hour	Masterclass
Panel Discussion 02:30 – 03:10 pm	Funding Opportunities and Development Sector Contribution for Export Oriented Baking Sector - Representative of SMEDA - Mr. Kazim Saeed, CEO Pakistan Agriculture Coalition - Punjab Skills Development Fund - Representative of TDAP	
03:10-03:30 pm	Open House/Invited Guests of Honor Session/Representatives of Different Organizations	
Closing Session 03:30-04:30 pm	Comments/Remarks from the Partners/Guests /Awards Distribution by the CEO's/Dignitaries Vote of Thanks / Summary of Summit	





Pakistan Baking Summit & Expo 2026



Sponsorship Packages December 02, 2026 – Faletti's Hotel, Lahore - Pakistan

S. No	PARTICULARS	AMOUNT
1.	Platinum Sponsorship - Name & Logo on Backdrop Center Top - Logo on all type promotional material & Invitation cards - Promotional Documentary of Company Played during event 15 complimentary Cards for your invited guests - CEO or Nominated from Company will also Talk as Guest of Honor - Special Publicity, Media Coverage and appreciative announcements during the show 05 Complimentary Standee to display in event - Company Display Stall on Complementary Basis of the Event (10 ft x 40 ft) 36 Sq.m space Main Entrance - Logo on Shields to be present by Chief Guest - Logo and Name Placed on File Folders of Participants - Logo Placed on All printing and Writing Material - Logo on Media Wall Top, with Multiple in Centers	03 Million
2.	Gold Sponsorship - Name and Logo on Backdrop - Logo on all Promotion Soft & Printing Material - CEO or Nominated from Company will also Talk as Guest of Honor - Special Publicity, Media Coverage and appreciative announcements during the show - Company Display Stall (10 ft x 30 ft) 27 Sq.m space Prime Location 10 complimentary cards for your Invitee Guests - Logo on Media Wall 03 Complimentary Standee to display in event	1.5 Million PKR
3.	Silver Sponsorship - Logo on Side Wing & Media Wall - Logo on all soft promotional material - CEO or Nominated from Company will also Talk as Guest of Honor - Company Display Smart Stall Complementary Basis of the Event (10 ft x 20 ft) 18 Sq.m Space 05 complimentary cards for Company Representatives/Guests	0.8 Million PKR
4.	Stall for Exhibitor 02 complimentary cards for Company Representative 6*6 ft Stall Space – 90,000 PKR 10*10 ft Standard Stall Space – 120,000 PKR	
5.	Summit Partner - Logo on Backdrop - Promo/Video During the Summit - Representation in Talk/Panel Discussion - Logo on Website and All Soft and Hard Marketing Material	0.5 Million
6.	BakeTech Masterclass (Exclusive Sponsor) - Exclusive Branding - Full Provision of Arrangements and Invitation Maximum 40 - Sponsor Can Invite Speaker or Guests - Logo on All Soft and Hard Promotional Material - Documentary Displayed in main arena too - Full Separate Space Adjacent to Main Summit Arena	1.5 Million PKR

Note: (The Above Sponsorship Packages Amount Not Included Any Tax)

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EVENT HIGHLIGHTS



May 14, 2026 at Pearl Continental Hotel Karachi



December 11, 2025 at Faletti's Hotel Lahore

EVENT HIGHLIGHTS



Pakistan Baking Summit – January 29, 2025



Pakistan Baking Summit & Expo – May 17, 2025



Pakistan Baking Summit

Safe, Sustainable, Affordable & Exportable Baking

Organized by National Alliance for Safe Food at Faletti's Hotel Lahore

The Pakistan Baking Summit 2025, held on January 29 in Lahore, marked a significant milestone in the advancement of the country's food and baking industries. Organized by the National Alliance for Safe Food, the summit aimed to provide a high-impact platform for industry collaboration, policy dialogue, and international trade engagement. With a focus on innovation, sustainability, and global competitiveness, the event brought together a remarkable group of over 1,000 stakeholders from across the value chain.

We were deeply honored by the presence of key dignitaries and thought leaders, including H.E. Rahmat Hindiarta Kusuma, Ambassador of Indonesia to Pakistan; Mr. Zaki Ejaz, Regional Chairman and Vice President of FPCCI; & Mr. Faad Waheed, Former Senior Vice President of ICCI. Their insights set the tone for a powerful and forward-thinking summit. Also in attendance were top CEOs, senior government officials, industry professionals, trade association heads, acclaimed chefs and bakers, as well as manufacturers, importers, exporters, & solution providers from across Pakistan.

The event reaffirmed our collective mission: to strengthen Pakistan's position in the global food economy and inspire the next generation of bakers and entrepreneurs. With meaningful connections forged and actionable ideas exchanged, the Pakistan Baking Summit 2025 successfully laid the foundation for a thriving, export-driven baking industry. Together, we are baking a better future.





PAKISTAN BAKING SUMMIT & EXPO

Organized by National Alliance for Safe Food at Pearl Continental Hotel Karachi

The Pakistan Baking Summit 2025, held on May 17 at PC Hotel Karachi, marked another key milestone in the journey toward building a world-class baking industry in Pakistan. Organized by the National Alliance for Safe Food (NAFS), the summit successfully brought together influential voices and leaders from across the baking and food value chain to discuss how innovation, export quality, and sustainability can shape the future of Pakistan's baking industry.

The summit provided a high-level platform for industry collaboration, business networking, and policy dialogue aimed at elevating Pakistan's presence in the global food market.

The summit was honored by the presence of several distinguished speakers and guests who added great value to the discussions. Notable attendees included Mr. Asif Jan Siddiqi, Director General of Sindh Food Authority; Mr. Sheikh Muhammad Tehseen, President of the Karachi Association of Sweets & Nimko; Mr. Arshaduddin Ahmed, CEO of IFFCO Pakistan; Mr. Rana Awais Khan, Chairman of the National Alliance for Safe Food; Mr. Noman A. Lutfi, Head of the Advisory Board of the Baking Summit; and Dr. Hafiz Rehan Nadeem, President of the National Alliance for Safe Food. Their insights and leadership helped shape a forward-looking vision for Pakistan's baking industry.

The Summit reinforced the importance of strategic investment in quality, branding, and technology to open new international opportunities for Pakistani bakers and food manufacturers. Attendees engaged in robust discussions about how to improve competitiveness while embracing sustainability and food safety as core values.

By fostering industry partnerships and aligning stakeholders with a shared vision, the summit helped pave the way for a new era of growth in Pakistan's baking sector—one that's globally relevant, innovation-led, and proudly rooted in local talent and craftsmanship.



Pakistan Baking Summit BakeTech Pakistan 2026



May 14, 2026 | Pearl Continental Hotel, Karachi



Pakistan Baking Summit–BakeTech Pakistan 2026 successfully united key stakeholders of Pakistan's baking industry to discuss emerging trends, technological advancements, and future opportunities. The event fostered meaningful collaboration and strengthened connections across the sector. Through expert-led sessions, interactive discussions, and networking opportunities, participants exchanged valuable insights and explored innovative solutions to address industry challenges. The summit reaffirmed a shared commitment to enhancing product quality, promoting sustainable practices, and driving the future growth of Pakistan's baking industry.



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