



**FOOD + TECHNOLOGY  
PAKISTAN 2014**

The 10<sup>th</sup> International  
Food, Equipment & Technology  
Exhibition & Conference  
Incorporating Pharmaceutical Industry

**18<sup>th</sup> - 20<sup>th</sup> March 2014**

**Karachi Expo Centre**

10:00am to 7:00pm



**Bringing Success  
Recipe to Every Business!**

[www.foodntechnology.com](http://www.foodntechnology.com)

**ORGANIZER**



**CO-ORGANIZERS**



**STRATEGIC PARTNERS**



**SUPPORTING BODIES**



**MEDIA PARTNERS**







Speakers Participated at Food+Technology Conference 2013

The Food + Technology Conference is a remarkable event which brings together a unique mix of speakers from leading companies, universities, food processing and technology research institutions making the conference a perfect platform to share experiences, foster collaborations across industry and academia and evaluate emerging technologies across the globe.

This conference will enable the exchange of ideas and knowledge to facilitate research advances in the field, with information on current and emerging food safety issues, the latest science, innovative solutions to new and recurring problems and the opportunity to network with food technology professionals.

## Overview of Food+Technology Conference 2013

The Food + Technology Conference 2013 was held on the second day of exhibition. Director General PCSIR Dr. Shahzad Alam was the Key Note Speaker, accompany by Dr. Shaista Jabeen from PCSIR, Dr. Khurram Shehzad from PCSIR followed by Dr. Muhammad Nadeem from PCSIR. Mr. Saeed Ahmed Qazi from SGS Pakistan and Malik Ghazanfar Sadiq from PARAS Foods. The conference bore splendid results by acknowledging the insights along with the changing future of food industry incorporating technology, research & development.

## The 10<sup>th</sup> International Food Equipment & Technology Exhibition & Conference 2014

Undoubtedly, Food + Technology Pakistan has established and excelled as an international platform for the trade industry of Pakistan to bloom in order to create opportunities for food equipment and technology industries worldwide. The event always succeeded to accomplish the desired response and, always showed productive results and formed contemporary bonds with the ever increasing number of customers worldwide.

**Benchmark** the world's best practices

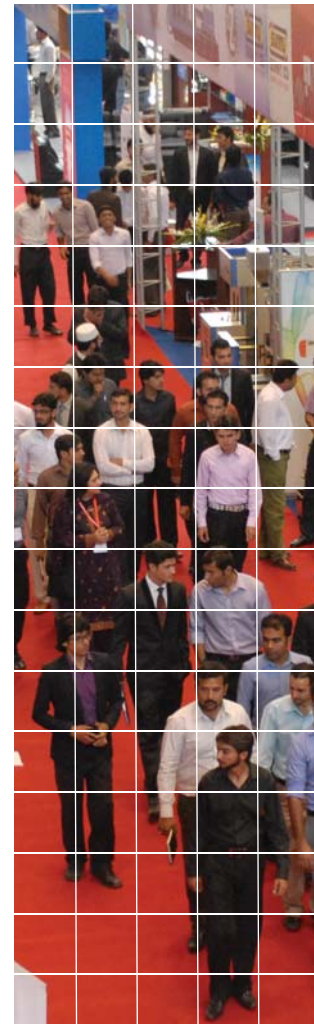
**Discover** the industry's most recent technological break throughs

**Network** with the right people

**Build** new strategic business alliances, and More!!

## Exhibitor Profile

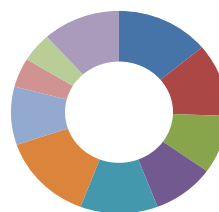
- Food Processing Machinery
- Agricultural Product Processing
- Assorted Food & Beverage Processing Equipment
- Bakery & Confectionary Equipment
- Food Canning and Bottling Equipment
- Dairy Technology
- Milk Processing Machinery
- Equipment for Printing and Packaging
- Wheat Threshing Machinery
- Rice Threshing/Husking Machinery
- Grain Processing Machinery
- Freezers & Cold Storage Technology
- Fruit and Vegetable Processing Machinery
- Labeling and Bar Coding Technology
- Slaughter House Equipment
- Poultry Equipment
- Testing Measuring and Coding Equipment
- Flavour, Pulp, & Paste Making Machinery
- Environment Control Equipment & Services
- Pharmaceutical Packaging Machinery
- Pharmaceutical Packaging Materials
- Analytical Laboratory Supplies
- Laboratory Equipment
- Quality Inspection and Testing Centers
- Acidifiers/Additives
- Aromas- Fragrances
- Food Sweeteners/Preservatives



## Reason for Exhibiting

- To increase brand awareness & promote company Image
- Generate sales
- Launch new products or services
- Find new customers, distributors, retailer, vendor etc
- Networking with existing & potential customers
- Provide sales training & technical know-how to the agents or representatives
- Collect market information & trends for new product development
- To get updated with the Competitive market
- Demonstrate Machinery live
- Take advantage of media presence to gain exposure

## Major Exhibits at Food + Technology Exhibition



- Food Processing Machines
- Rice Hasking/Trashing Machines
- Flexible Packaging & Conversion Machines
- Laboratory Equipment
- Food Canning & Bottling Equipments
- Dairy Processing Machines
- Confectionary Machines
- Pesticide & Insecticide Equipments
- Agriculture Consultants
- Pharmaceutical Packaging Machines

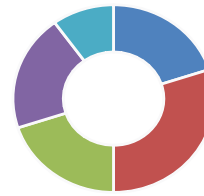


## Visitor by Sectors at Food + Technology Exhibition 2013



- Food Technologists
- Government Officials
- Flexible Packaging & Conversion
- Wholesaler, Retailers, Traders & Indenters
- Pharmaceuticals & Cosmetics Mfg.
- Beverage Manufacturers
- Quality & Inspection Centres
- Agriculture Consultants
- Pesticides & Insecticides Mfg.
- Confectionary Manufacturers
- Hotel & Restaurants Owners
- Dairy Processors
- Fertilizers Manufacturers
- Rice & Sugar Producers
- Poultry Farm Owners

## Quality Visitorship



- CEO & Directors
- Production Department
- Procurement / Purchase Department
- Marketing & Sales / Brand Management
- Others

## Visitors Profile



- Airlines
- Bakery & Confectionery Manufacturers
- Catering Management
- Clubs & Resorts
- Convenience Retailers
- Dairy Farm Owners
- Departmental Store Managers
- Equipment Suppliers & Distributors
- Electronic & Print Media
- Fast Food Chains
- Food Exporters
- Food Beverage Services Providers
- Food Processors
- Food Marts
- Food Manufacturers & Technologists
- Food Service Equipment Manufacturers
- Government Officials
- Procurement Departments
- Regulatory Officers
- Restaurant Managers
- Food Technologists
- F&B Importers, Distributors, Wholesalers & Retailers
- Packaging & Distribution Centres
- Poultry Farm Owners
- Pharmaceutical Manufacturers, Distributors & Retailers
- Quality Assurance Managers
- Supply Chain Distributors
- CEO's, Directors & Key Decision Makers

## Visitor Benefits

- Cost effective way of sourcing the product and purchasing information
- An opportunity to watch live operation of complete technological lines
- Enhancement in value and standard of food products for both local consumers and international market
- Acquisition of latest technology in food processing & packaging discovering new business opportunities
- The most effective forum to keep up to date knowledge of the new markets, technologies, state of the art products, innovations and developments

## Marketing & Promotional Campaign



**Advertisements:** Extensive advertisement campaigns will be carried out through ATL & BTL activities to promote the exhibition



**Direct Mailers:** Brochure and flyers will be mailed regionally to key professionals from the relevant industries to attend the show



**E-Newsletters & Faxes:** Monthly e-newsletter & fax broadcasts will be sent directly to potential trade buyers and visitors



**Networking Meetings:** Visits will be made to different countries by the organizer to network with the key players of food equipment & technology to promote the exhibition



**VIP passes to the key buyers:** VIP passes will be sent to the key buyers and exhibitor's qualified prospects to provide protocol to their customers & to encourage their presence in the exhibition.



**Pre Schedule Appointments:** Buyers & exhibitors will have the opportunity to confirm Pre-Scheduled Appointments (PSA) across 3 days of the event as per their convenience and ease



**Participation Announcements:** Exhibitors will be provided with complimentary promotional material like invitation cards, web banners, email signatures & other collateral to announce their participation at the show



**Promotional Trips:** Visits will be made to various relevant trade associations in Pakistan, so as to promote show awareness among key industry buyers & trade groups



**Buyers Fly In Program:** Industry's key decision makers across Pakistan are invited in the exhibition along with air tickets & hotel accommodations



**Composite Display:** To facilitate visitors or buyers to select best suitable products according to their desire requirements



**Magazines & Newspapers:** Arrangements will be made with major newspapers & relevant industry magazines to cover the exhibition with editorial, previews & reviews along with prodical press releases



**Local & International Partnerships:** Local & International Government bodies & trade associations will be sought to procure their support & participation in Food+Technology Exhibition



**Show daily:** Show daily will be distributed on 2nd & 3rd day of the exhibition to the visitors, exhibitors & media to further promote Food+Technology Exhibition



**Media Partners:** Agreements with different local & international media publications to promote Food+Technology Exhibition over the globe

## FAKT EXHIBITIONS (PVT) LTD.

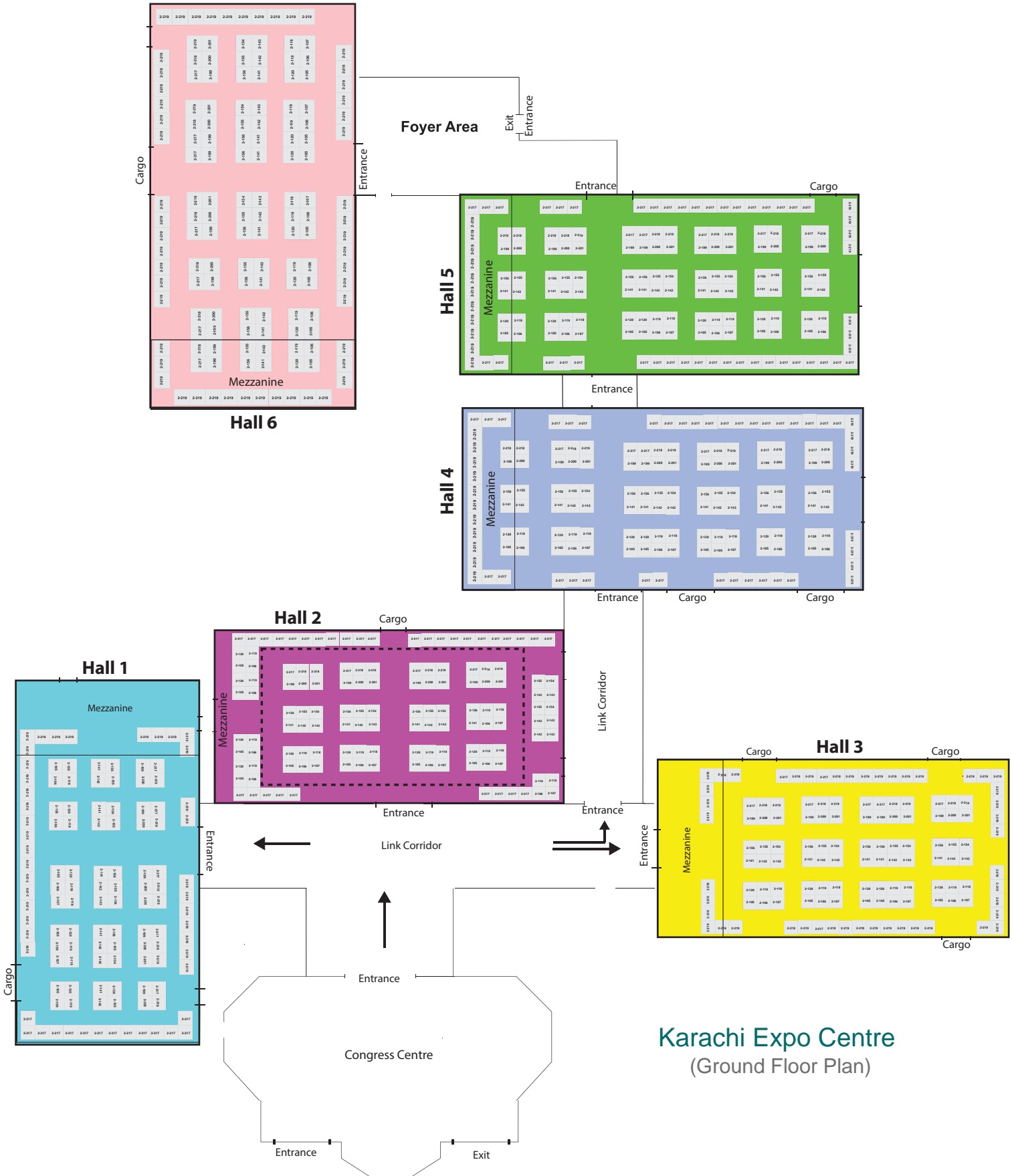
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 Associates in China. Germany. Italy. Singapore. Taiwan & Turkey



FOOD + TECHNOLOGY  
PAKISTAN 2014

# The 10<sup>th</sup> International Food, Equipment & Technology Exhibition & Conference

18<sup>th</sup> - 20<sup>th</sup> March 2014  
Karachi Expo Centre  
10:00 am to 7:00 pm



Karachi Expo Centre  
(Ground Floor Plan)

## Reservation Form & Tariff

**Bare Space Rate**  
USD 230 per sqm  
Min. 18 sqm

**Shell Scheme Rate**  
USD 280 per sqm  
Min. 9 sqm

**Outdoor Space Rate**  
USD 150 per sqm  
Min. 54 sqm

- I am interested in exhibiting, please reserve \_\_\_\_\_ sqm for my company
- Bare  Shell
- I would like to visit the exhibition, please send more information about the event
- I would like to be a sponsor for F+T - Food+Technology 2014. Please send more information
- I would like to participate in F+T - Food+Technology 2014 Conference
- Send detail on presentation
- Send conference details when available

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web: \_\_\_\_\_

Product Range: \_\_\_\_\_

Sign / Stamp: \_\_\_\_\_ Date: \_\_\_\_\_



The standard shell scheme package will include:

- Fascia board with company name stand no.
- White Laminated Plywood Partitions
- 220v/50Hz single phase electrical socket
- 3 Spotlights
- 3 Chairs
- 1 Information Counter
- 1 Round Table
- 1 Waste Paper Basket

Note:  
50% payment of the total space reservation amount to be made with the reservation form to confirm your space.

### Concurrent Event



The 10<sup>th</sup> International Plastic, Printing & Packaging Exhibition & Conference  
[www.plasprintpack.com](http://www.plasprintpack.com)

## Terms & Conditions

### Article 1: Contract

"Contract" shall mean this agreement entered into between the Organizer and the Exhibitor for the use of the stand or space in the Exhibition and shall include the terms and conditions contained herein.

### Article 2: Exhibit Space Assignment

Exhibit space is assigned with regard to the contracted size and shall be made in the prescribed application submitted to the Organizer with the required deposit (see Terms of Payment for details).

### Article 3: Terms of Payment

(a) 50% deposit of the stand rates payable on booking.

(b) The balance shall be paid 60 days before the event dates.

(c) Payment of all additional fees shall be payable by the Exhibitor immediately upon presentation of the invoice by the Organizer to the Exhibitors.

(d) All fees payable by the Exhibitor shall be due on the aforesaid dates without formal demand from the Organizer and in the event of late or non-payment the Organizer shall be entitled at their sole discretion to treat such acts or omission/s as withdrawal by the Exhibitors and to forfeit the Exhibitor's right to participate in the Exhibition.

### Article 4 : Cancellation or Reduction of Exhibition

(a) Should an exhibitor cancel from the exhibition or reduce the size of space after the registration deadline, exhibitor will be charged a penalty for the cancellation or reduction without notice and the pre-paid deposit will be applied toward the penalty. If the exhibitor reduces the contracted space, the abandoned space shall be regarded to be cancelled.

(b) Upon an exhibitor's written notification of cancellation, the organizer has the right to resell the space vacated.

(c) The date upon which the notice of cancellation is received will be the official date of cancellations, and an informal notice without written documentation shall not be accepted as cancellation.

(d) The Organizer reserve the right to cancel the exhibition or reduce the space area accordingly and will not in any way is liable to any claim for loss or damages suffered by the exhibitor.

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